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Chemist & Druggist

The newsweekly for pharmacy

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Comment

A new broom?

There is nothing new in the call for a "British Pharmaceutical Association", the spirit of which is embodied in the four-branch motion approved by Pharmaceutical Society Branch Representatives last week (p777), and really nothing new in the case made out by its supporters. As in the past, much was said about what things the new body might do, but very little about why it should do them or what are the reasons for believing it would perform them better than the existing organisations.

Nor were the supporters of the motion themselves united in their view of the BPA's role—particularly on whether it should replace or merely aid the Pharmaceutical Services Negotiating Committee. But for general practice pharmacists, NHS remuneration would be fundamental to the *raison d'être* of any new body—indeed, with the Medicines Act about to stipulate the pharmacist's working environment and an array of legislation covering everything from employees' safety to their dismissal, it is difficult to foresee which "conditions of employment" a new body in the profession would seek to control.

Negotiation of remuneration is in the minds of some supporters, since a parallel was drawn with the British Medical Association. But for negotiating purposes, the BMA itself splits into sections—and the evidence of recent years is that many sectional members do not feel that the conglomerate body either understands or projects their case sufficiently well (ASTMS has a foothold even among the doctors!).

The BPA concept perhaps represents pharmacists' Utopia, to which some turn when the world does not always accede to their "just demands" (to coin a phrase). But would it be any better placed to enforce its views on Government and other employers than are the PSNC, ASTMS/Guild, etc?

There is much that the Society could do better, and Council may well take the Representatives' resolution as a mandate to extend its influence further into economic matters. But before steps are taken to form a new body, details of its proposed functions—and above all, its advantages over the *status quo*—should be spelled out (including a definitive statement on the effects of Jenkin). It is a pity that the Representatives refused to accept an amendment seeking to investigate the matter as a preliminary—going up blind alleys is in no-one's interest.

STV drawbacks

The first single transferable vote election has produced only one change in the Pharmaceutical Society's Council (see p760) and it is thus debatable whether the new system has had the desired effect of creating fairer representation.

However, it is clear that more intending voters lost their opportunity through papers being declared invalid (three times as many as in recent years); that the proportion of members voting is slightly down, and that the system denies any insight into the profession's current attitudes through study of the voting figures.

In particular, we are unable to tell the extent of support for the two "ASTMS" candidates—a pity, with ASTMS itself so unforthcoming.

T. E. Owen wins Council seat in STV election

A general practice employee pharmacist, Mr T. E. Owen, Stockport, has replaced Mr A. G. M. Madge on the Council of the Pharmaceutical Society—the only change in Council membership to result from the first use of the single transferable vote system in the election.

The elected candidates, in alphabetical order (STV does not provide voting figures), are:

- J. E. Balmford
- J. P. Bannerman
- J. P. Kerr
- J. A. Myers
- T. E. Owen
- D. N. Sharpe
- C. C. B. Stevens

Not elected are: S. Blum, C. R. Hitchings, M. M. Leaman, Enid Lucas-Smith, A. G. M. Madge, R. W. Odd, J. G. Roberts, Linda J. Stone, T. E. Whaley.

Voting papers issued numbered 30,427; 10,875 were returned of which 161 were disallowed as invalid.

There was also one change in the election for auditors, Mr K. Brooke replacing Mr L. G. Matthews. Elected were A. H. Briggs, E. A. Brocklehurst, K. Brooke, Sir John Hanbury, Sir Henry Jephcott. Not elected were M. Crane, L. G. Matthews and A. G. Shaw. The auditors election attracted 8,930 voting papers, of which 215 were invalid.

Doctor attacks 'powerful pharmacists' lobby'

"Surely the pharmacist with his wide variety of professional functions ought not to have concern with sales of small packs of aspirin in a supermarket or local store?" asks Dr Hertz Creditor, consultant medical editor, in last week's *Pulse*.

A powerful pharmacists' lobby is urging the Government to restrict the availability of home medicines "for its own reasons that are more valid commercially than professionally or medically", he explains. "This must be seen as antagonism towards the home medication which satisfies the medical profession and the NHS." The proposed legislation would add undue significance to a variety of remedies and therefore encourage self poisoning. "The unnecessary difficulty created for a person easily to purchase an aspirin tablet when suddenly stricken by a headache while driving a car, will, however slightly, increase the rate of traffic accidents."

Any new legislation would create a further bureaucracy, he continues, with a series of inspectors searching for criminal offences—"namely a packet of aspirin placed not high enough from the ground!" The inspectors would be controlled by the Pharmaceutical Society and paid for by



T. E. Owen

the Government. "Are there no more deserving causes for money than this absurd reorientation of health policy, which will add to the doctor's work while diminishing the pharmacist's professional standing?" he adds.

Pharmacists' relationships with doctors—study starts

Medical students at the Newcastle University department of community medicine are investigating the relationships between pharmacists and doctors. Questionnaires are being included with the next mailing from the family practitioner committees to 150 general practice pharmacists in Newcastle and Gateshead.

Questions asked cover problems experienced with repeat prescriptions, bad handwriting, whether a doctor's training qualifies him to dispense and whether the pharmacist's training is appropriate to his work. The questionnaires have already been sent to 300 general practitioners and results of the survey are expected at the end of the year.

PPA inquiry: individuals' evidence welcomed

The official inquiry into the Prescription Pricing Authority has made it clear that it would welcome the views of individuals who wish to submit written evidence.

The inquiry, announced last month (*C&D*, April 10, p540), was promoted in part by recent delays in payments to pharmacists and dispensing doctors. The final report, expected about September, should provide for the first time a fundamental appraisal of the Authority's role in pricing prescriptions and act as a valuable source of information to help control

prescribing costs. The inquiry is being conducted by Mr R. I. Tricker, director, Oxford Centre for Management Studies, assisted by two assessors, Mr J. Charlton, nominated by the Pharmaceutical Services Negotiating Committee, and Dr W. G. A. Riddle, from the British Medical Association. A wide range of professional and other organisations have been invited to submit evidence, and individuals wishing to do so should send their evidence to the secretary, Inquiry into the Prescription Pricing Authority, Room 523, Hannibal House, Elephant and Castle, London SE1, by July 16.

NPU aids on Employment Protection Act

To help members comply with all the provisions of the Employment Protection Act, 1975, parts of which take effect on June 1, the National Pharmaceutical Union is currently distributing copies of a number of documents to all members.

The package comprises a supply of new contracts of employment forms with notes on their completion, three new NPU information leaflets—1a "The contract of employment", 1b "Unfair dismissal" and 1c "Rights for pregnant employees"—and a set of model "disciplinary rules" with two alternative procedures for dealing with disciplinary matters (one for "small" businesses, the other for those with several branches). [An outline of the Act's provisions was given in *C&D*, February 14, p211, and May 1, p638].

A "mock-up" of the new prescription form to be issued by family practitioner committees in England and Wales as stocks of the old forms are exhausted. New procedures for dealing with incomplete forms presented from next week are described on p786

SURNAME Mr./Mrs./Miss		Initials and one full forename	
Age if under 12 years yrs. mths.		Address	
Pharmacy Stamp			
Pharmacist's pack & quantity endorsement	No. of days treatment NB Ensure dose is stated	NP	Pharm. Office use only
<div style="text-align: center; background-color: #ccc; padding: 10px;"> REVISED FRO CANCELED </div>			
Signature of Doctor		Date	
For phar- macist No. of Prescns on form	SPACE FOR FPC NAME AND DOCTOR'S NAME AND ADDRESS.		
IMPORTANT: Read notes overleaf before going to the chemist			

Minister looks at contract limitation

Representatives of the Pharmaceutical Society and the Pharmaceutical Services Negotiating Committee met Dr Owen, Minister of State for Health, on Monday. The chief topic of discussion at the meeting was the profession's suggestion that there should be urgent legislation to control the right of entry into the NHS dispensing contract in health centre areas.

The profession's representatives put before the minister a number of points in support of their contention for such contract limitation. While Dr Owen saw formidable difficulties in pursuing the profession's specific proposal, he recognised that there were serious issues which concerned the interests of patients, as well as those of pharmacists. He agreed that further discussions should be held between representatives of the profession and officials of his Department, without commitment, to clarify the issues and examine what steps might be taken.

□ In Parliament last week, Mr Jim Lester asked if the Secretary of State for Social Services would grant the same right of access to the PSNC "as he has to ASTMS". Dr Owen replied that he had received PSNC representatives "whenever they had asked to see me".

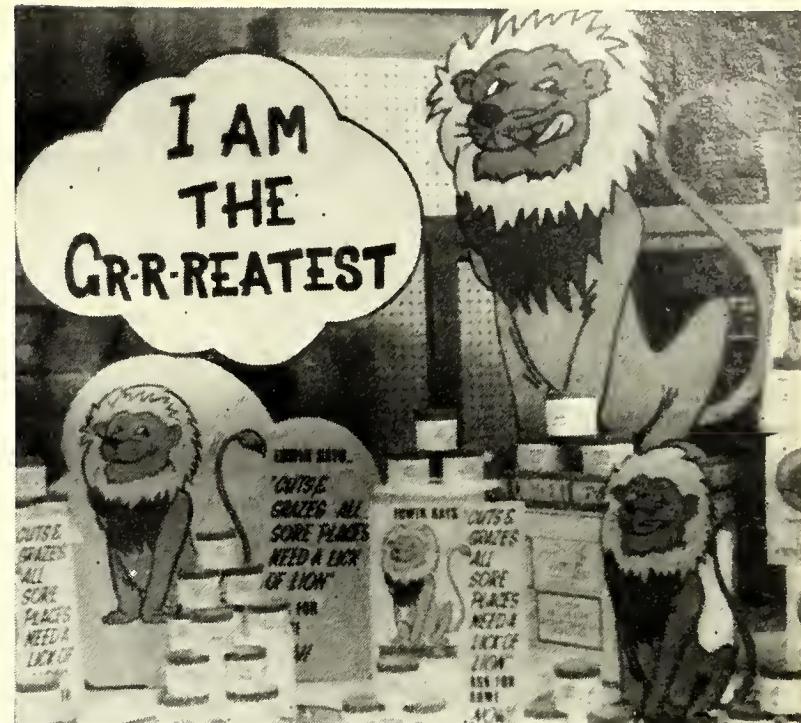
Guild to approach Dr Owen over review terms

The Guild of Hospital Pharmacists is to approach the Minister of State for Health to resolve difficulties over obtaining agreed terms of the Noel Hall-NHS review. This was decided at the Guild's Council meeting this month, where it was pointed out that the staff side of the Pharmaceutical Whitley Council had experienced difficulty in obtaining agreed terms of reference from the management side.

Council expressed appreciation of the work done by Mr J. Mercer, divisional officer, when he had addressed 13 meetings of Guild members throughout the country explaining the Council's policy as outlined in the draft report of the review. A paper is to be prepared on the draft report in the light of the views expressed at the meetings; the paper would incorporate a statement on the professional contributions which Council had identified as able to be made by hospital pharmacists to the NHS, and it is to be submitted to Dr Owen prior to a meeting with the president, professional secretary and the chairman and secretary of the staff side, Pharmaceutical Whitley Council.

Mr Mercer reported that a £312 supplement is to be paid to all full-time hospital pharmacists other than those whose

The winning Lion Ointment display from Mrs Dorothy M. Hodskinson of R. J. Hodskinson (Chemists) Ltd, Birkenhead. Edwin Burgess Ltd, 27 Uxbridge Road, Hayes, Middlesex presented her with a £100 cheque for the display.



remuneration exceeds £8,500 a year. Part-time staff working more than 24 hours a week will receive a pro-rata £6 a week supplement, those on sessional rates an increase of £0.61½ per four hour session, and locum rates will be supplemented by £6 a week. Because of the present pay policy no progress was possible in negotiations on stand-by and on-call payments or a reduction in hours of work, and it was the management side's contention that there could be no increase in lecture fees for the same reason.

Council accepted the recommendations of the Executive Committee on the role and operation of the Guild within the total ASTMS structure. It was agreed that the recommendations, together with a proposal that the professional activities of the Guild should be funded centrally, should form the basis of a meeting of the president and professional secretary with the president and general secretary of ASTMS.

ASA receives complaints about cosmetics' claims

A consultant obstetrician challenged a claim that a cream helped prevent pregnancy "stretch marks" and another member of the public questioned the word "sensual" in a cosmetics advertisement, according to the Advertising Standards Authority Ltd March report.

The first complaint, against the promotional leaflet with Helena Rubinstein's prenatal anti-stretch mark cream, was not upheld. The Authority's independent medical adviser accepted the validity of the claim. However the claim for high protein content was not substantiated and the advertiser agreed to amend the copy to "formula containing protein."

The word "sensual" was challenged as an "inappropriate adjective" in Revlon's claim for "this season's most sensual colours." The complaint was not upheld as the wording was considered a matter of subjective taste. A further claim that the company was "the world's leading colour authority", was defended by statistics showing the extensive range of shades.

There was another complaint about a

ginseng preparation, this time a product from Mel Natural Food Products. The complaint was upheld as the advertisement contravened section V.8.13 of the code of Advertising Practice that "no claim may be made in any advertisement which is based upon the inclusion in the advertised product of the herbal preparation ginseng."

Dutch drug import law ruled 'restrictive'

The Court of Justice of the European Communities last week gave a preliminary decision that certain Dutch legislation on drug imports was "inordinately restrictive".

The public prosecutor had brought proceedings in Rotterdam against a Dutch firm, Centrafarm BV, for allegedly supplying, to Dutch pharmacists, drugs imported from the UK without possessing documents asked for under Dutch law, ie the "dossier" and the "protocols". The former contains details on composition and has to be submitted to the Dutch authority for permission to sell in The Netherlands. "Protocols" show that the drug has been manufactured and checked according to indications in the "dossier". Centrafarm's managing director maintained he had been unable to obtain the necessary documents as the drug had been manufactured by a British company belonging to a Swiss-based group and imported from a UK wholesaler — the manufacturer's representative in The Netherlands had denied him the documents.

The court said that national measures of the kind described were prohibited by EEC Article 30 as restricting free circulation of goods between member states. It was decided that Article 36, which provides for import restrictions necessary for "the protection of health and life of humans", did not apply in this case. The court ruled that regulations which enabled a manufacturer to monopolise the import and sale of goods by refusing to supply "dossiers" and "protocols", should be considered "inordinately restrictive" and should not benefit from Article 36. *The Times* reported the case on Monday.

Society's statutory fees to go up again next year?

Hints that the statutory fees would have to go up again next year were made at the Pharmaceutical Society's annual meeting last week.

Mr Albert Howells, treasurer, said, "I trust that only a small increase will be necessary." The Society had a deficit of £170,075 in 1975 compared with a surplus of £101,090 the previous year. "When we made our estimates for 1975 no-one could have suspected that the level of inflation was going to reach the figure that it eventually did," he added.

At the end of 1974 the general fund had cash and short term investments worth £311,586; by the end of 1975 these had dwindled to about one-tenth. The largest single increase in expenditure came from salaries revised immediately before the £6 limit was imposed.

Large increases in fees had been made in 1976 because Council knew the Society would run into deficit last year. "With hindsight it would perhaps have been better to have increased the fees by small amounts each year instead of waiting until a large increase was necessary to rectify the position," Mr Howells continued. "This is an approach with which I thoroughly agree, and the Council will be considering at their next meeting what the level of fees should be in 1977."

He stressed that the statutory fees situation had not been affected by the new building in Lambeth, which was being financed entirely by the sale of the Bloomsbury properties. Earlier the president, Mr J. P. Bannerman, announced that the new premises would be handed over on July 31 and the Society would move in about three weeks later. The formal opening would be in February 1977 when it was hoped Royalty would be present.

EEC developments

Mr Bannerman drew attention to developments in the European Economic Community, particularly the Second Directive which comes into effect at the end of the year. He regretted that the original draft which recognised only the pharmacist as the "qualified person" in industry was amended in the final text mainly because of the UK Government's representations. "It is a matter of particular regret that the opposition to the original proposal was led by the pharmaceutical industry."

"There is perhaps cold comfort in the fact that the Directive specifies the disciplines acceptable for the position of 'qualified person' and the training which that person must have received," he continued. "It appears to us that only a pharmacist can meet the requirements without further training. The Council will continue to press the point that the 'qualified person' should be a pharmacist. We hope that the industry will accept this by

taking a more enlightened and more sympathetic view in the future."

Publication of a new draft of Directive VII was expected in a few months and would lay down the educational requirements for free movement of pharmacists throughout the Community.

"Ever since the UK became a member of the European Community we have been pressing our views in both the Community and the Council of Europe that the quality of pharmaceutical education cannot be measured by length alone and we have every reason to believe that they have been accepted," Mr Bannerman said. He expected that the UK would comply with the new draft Directive's proposals without the need to make radical changes in the current educational requirements for registration in the UK.

Turning to proposals on the implementation of Part III of the Medicines Act 1968, Mr Bannerman said Council was still stressing to the Department of Health that the General Sale List should have been very much smaller and that any medicine having a maximum daily dose should not be included. He added that

Mr Bannerman, the Society's president, presents (above) the Charter Gold Medal to Mr Arthur G. Fishburn, FPS, pharmaceutical director, Department of Health, and (below) the Charter Silver Medal to Mr Fred H. Oliver, head of the School of Pharmacy, Sunderland Polytechnic



the Society must resist the strong reaction from manufacturers likely to press for removal of the restraints on self-selection.

Mr Bannerman went on to say that the proposals of the Ministry of Agriculture on distribution of animal medicines were a "frank disappointment". Ministers had rejected the Medicines Commission's advice that certain animal medicines should be saleable by agricultural merchants for three years, after which they would have to register their premises as pharmacies. It was now proposed that such merchants should register with the Society but with no requirement that they should employ a pharmacist and with no time limit.

"This we cannot accept," Mr Bannerman said. "We agree that some farmers have expertise and knowledge of animal husbandry and medicine but this is not true in general."

During question time Mr Roger Odd, Stoke Mandeville, asked why Council had taken no action on a motion passed at last year's annual meeting—that Council should "urgently re-examine the problem incurred in canvassing by or for Council candidates in order to allow, at least, comment by the candidates on matters of topical pharmaceutical interest." He begged Council to look at the whole problem again [Mr Odd, who stood as a candidate this year, came out of "hiding" from the official pre-election silence by writing to the pharmaceutical Press (*C&D*, May 8, p 683)—Editor].

Mr Bannerman maintained that Council had done what was asked—that is investigate the present system and its alternatives—and decided that the present "gentleman's agreement" was the best way to conduct an election.

Mr John Iles, North Metropolitan, asked the president if he was satisfied with the profession's response to the recommendation that they kept records on the sale of three medicines liable to misuse. He claimed it had resulted in a drop in sales of some 90 per cent of Benrylin with codeine, Collis Browne's Compound and Phensedyl. Did this mean that nine out of 10 of the medicines sold previously had been abused or that nine out of 10 pharmacists had not been carrying out their responsibilities?

Mr Bannerman said he had not been happy with the response but by no means all pharmacists had stopped selling.

St Andrews Conference

The organisers of the British Pharmaceutical Conference, St Andrews, September 12-17, say it has become apparent from the initial applications that some confusion has arisen with regard to the status of accompanying members. If accompanying members wish to attend any Conference event either during the day or in the evening they must either pay £28.70 for a full book of Conference tickets, if attending for a full week, or the appropriate day ticket rate. The reason is that the Conference tickets cover the costs of transport, luncheon, administration etc. If the appropriate fee has not been paid, no tickets will be issued.

The local committee also state that excursions 10 (Haigs of Markinch Tuesday afternoon) and 21 (Haigs of Markinch Wednesday) are now fully booked.



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People

Topical reflections

BY XRAYSER

Defensive

In his address at the annual dinner of the Association of British Pharmaceutical Industry, the president of that body, Mr S. M. Peretz, said that the industry all too often appeared to be on the defensive, which was a pity, for he believed it had much to be positive about. He thereupon proceeded to what was a masterly speech for the defence.

The speaker was naturally concerned over a recommendation that the National Enterprise Board should acquire at least one major British pharmaceutical company for that, he said, had sinister implications. Coming from the source it did, "sinister" seemed a very appropriate adjective to use in the circumstances, but it has sometimes seemed to me that the industry itself, by the concentration of its national and international activities into ever-larger organisations, is endangering its own private existence. And in my experience, the larger they have become, the more do they adopt the practices of the nationalised industries, for size, whether public or private, is no automatic road to a means of communication between producer and consumer.

I would be much more impressed with the remarks of Mr Peretz and Lord Watkinson, reported on the same page, if I could be sure that the activities in the export market were more efficiently carried out than those at home. I may be unfortunate, but over the past twelve months, and despite all modern aids to efficiency, I have had innumerable errors in the goods delivered, the invoicing of them, and the final statement—which, more and more frequently, is by no means final. The disquieting feature is that there appears to be no machinery for correcting mistakes—only massive machines for making them. Out of four communications received by post this morning, no fewer than three were defective—a large proportion, I submit, for an efficient industry.

Demi-paradise

More and more capital is invested in mechanical aids which, to their shame, appear to be unable to distinguish between dozens and singles, between seven pounds and seven hundred pounds, and which churn out documents literally smothered in digits which may mean something to the source of origin, but mean nothing to me without an hour of concentrated study. (By way of variety, I had one such last week which showed 37 per cent value added tax.) And, to use a modern expression which seems to have a relation in oil, the beastly thing won't come "on stream" again for another month, so there is no point in looking for correction or amendment until someone puts in another penny.

This morning's batch contained one which stated unblushingly that twice £16.04 was £36—and I still don't think it is. Then there are invoices so speedily produced that they are delivered with the goods, and that in the short space of two hours is highly commendable—except when the invoice with your goods should have gone to another pharmacy. And wrong deliveries pile up and have to be returned, and when the credit note eventually arrives it is for the smaller size.

All of these we have to accept and learn to live with, despite the time-consuming exasperation of it all, but the most frustrating aspect is that there seems a rule throughout the industry to ignore all correspondence. I have a letter on my file, written on April 18, pointing out to a company that my account with them was settled on January 18, and I have had no acknowledgement to date. Another, even earlier, must lie in someone's basket, but it may only be that it has not yet reached the department to which it was addressed. I hope, in its dealings abroad, this blessed plot, this realm, this England, makes a better showing.

Mr R. Clitheroe, MPS, a Liverpool councillor, has been appointed a member of the Merseyside and North Wales Electricity Consultative Council until June 31, 1977. He is a member of Liverpool District Council and formerly chairman of its General Services Committee.

Deaths

Cook: On May 13, at Harefield Hospital, Mr Leslie Norman Cook, MPS, 33 Jubilee Road, Perivale, Greenford, Middlesex. Mr Cook qualified in 1938.

Kissane: On May 13, suddenly, Mr John Patrick Kissane, MPSI, 54 Main Street, Tipperary. He is survived by his wife, son, the Pharmaceutical Society of Ireland. Mr Kissane served as the Society's president from 1951-1953. Qualifying in 1932, he conducted the pharmacy practice in Main Street, established in 1894 by his father, the late John Kissane. He was also pharmacist to St Vincent's Hospital, Tipperary. He is survived by his wife, son, and three daughters; brother, Mr J. A. Kissane, MPSI, Galway, and sister.

Melrose: On May 14, at Victoria Hospital, Kirkcaldy, Mr Francis Melrose, MPS, 6 Alburne Park, Glenrothes, Fife. Mr Melrose qualified in 1926.

Palmer: On May 23, Mr H. W. Palmer, CBE, formerly deputy chairman, Glaxo Group Ltd. Joining Glaxo Laboratories Ltd in 1928, Mr Palmer played an important role in the expansion of the company's operations at the end of the war, including, as production and development director, special responsibilities for projects such as the antibiotics plants at Barnard Castle and Ulverston, and the company's Greenford headquarters. In 1940 he was appointed a director of Glaxo Laboratories Ltd and an executive director when the organisation became a public company in 1947, later being appointed to the board, and becoming deputy managing director in 1948. He was appointed general manager on the formation of Glaxo Group Ltd and became the first managing director of the newly created Glaxo International Ltd in 1965, a position he held until 1968, when he was appointed deputy chairman of the group. Mr Palmer retired in 1971, after serving 43 years with the company. Well known and respected within the industry, he was president of the Association of the British Pharmaceutical Industry 1960-62.

Woodward: On May 19, Sydney Frank Woodward, FPS, 23 Mortimer Road, London W13. Mr Woodward qualified in 1925. He was a Fellow of the Royal Society of Medicine, for many years with Glaxo Laboratories Ltd, editor of the *Glaxo Volume* and a previous editor of *The Pharmaceutical Historian*.

Mr E. H. Brockis, who is a candidate in the Pharmaceutical Society's Welsh Executive elections, is chairman of Gwynedd Area Hospital Pharmaceutical Committee and not chairman of Gwynedd Area Pharmaceutical Committee as stated last week (p747).

New products

Hair care

Philips home styler

The Philips hairstyling set HP4122 (£19.95) has been designed to "cater for almost every requirement". There is a brush for back-combing, fine comb for curls and natural waves, wide-toothed comb to smooth out long hair, spray for gentle damping of the hair while setting, and nozzle for more direct drying.

A choice of four air speeds and four heat settings covers rapid drying at 800 watts with fast air-speed to warm temperature with gentle air speed. There is a thermal cut-out to prevent over-heating and automatic reset (Philips Electrical Ltd, Century House, Shaftesbury Avenue, London WC2H 8AS).

Dryers from Carmen

Carmen have introduced four hair dryers and one styler, including a styler-dryer for men (£13.95). This 700 watt dryer, with bristle brush, styling comb and concentrator nozzle, has two speed-heat settings. The House of Carmen say they realise men are "taking more pride in their hair and over-all looks". The Sophisticurl (£11.95) curls and "ties loose ends" by controllable steam styling. It offers double-action curl release, non-stick Xylan coating and thermostat control with safety light.

The dual-heat dryer (£7.95) has 500 or 275 watt action and a styling nozzle attachment. The traveller (£10.95) has dual 240/120 voltage and "all the features of compactness and light weight". An "extra powerful" hairdryer and styling set (£14.95) with two speeds, has attachments as follows: detangling and styling brush, soft bristle brush, styling comb, concentrator nozzle and attachment handle (The House of Carmen Ltd, Carmen House, Deer Park Road, London SW19 3UX).

Cosmetics and toiletries

Cologne 'for him and her'

Cologne 69 (190cc bottle, £0.74), is a "prestige line" for both sexes, say André Philippe. Packed in a white box printed with gold, the bottle is screen printed and capped in bright gold (André Philippe Ltd, 71 Gowan Avenue, London SW6 6RJ).

Sundries

Envelopes for handbags

The Envelope range of ladies' holdalls/cosmetic purses, being launched by Devoncare Ltd, includes large (£0.65), medium (£0.55) and small (£0.45) versions. In denim-type material edged with binding, the following colour combinations are being introduced: Peach with tan, brown with oatmeal, pink with deep pink, oatmeal with chocolate, pale green with dark green, and denim blue with dark blue. Each has a polythene outer cover and a hanging tab for display, and they are supplied in sixes (Devoncare Ltd, 99 Robin Hood Lane, Hall Green, Birmingham).



The styler dryer for men from Carmen

cose should be made in diabetics and patients suspected of latent diabetes. Patients with chronic renal failure given high doses should remain under constant hospital supervision

Side effects In patients with severe chronic renal failure given high doses, there have been reports of severe, generalised, musculoskeletal pain sometimes associated with muscle spasm, occurring 1-2 hours after administration and lasting up to 12 hours; occasionally analgesic medication has been required. Skin rashes and muscular cramps in the legs, and occasionally thrombocytopenia and gynaecomastia have been reported

Packs 100 tablets (£15.75 trade)

Supply restrictions P1, S4B

Issued June 1976

on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

4711 Cologne: Ln, We

Alberto VO5 shampoo: All except U, B

Anadin: All except E

Day-long roll-on: All areas

Divi-dent: All except Ln, So, E

Elastoplast: All areas

Energen one-cal: All except E

Exterma-germ cloths: All except So

Farleys rusks: All areas

Immac: All except Ln, M, So, A

J-cloths: Ln, So, A

Johnson's baby shampoo: All areas

Johnson's savings code: All areas

Kattomeat: All except E

Matey: All except U, E

Nivea: All except Ln, So

Philips home trim: Lc, Y, NE

PLJ: All except E

Polaroid: All except CI

Scholl footsprays: All except U, E

Sunsilk hairspray: All except E

Tegrin herbal shampoo: All except E

Vapona: All except Ln, U, E

Vitapointe: M, Lc, Y, NE

Wizard: Lc, Y, NE

Yardley Laughter: All except E

Trade News

'Money off anything' with Macleans

Beecham are claiming another "first" in toothpaste promotion with a Macleans on-pack coupon giving money off "any purchase in this shop". The coupon's wording will, the company hope, encourage a return visit to the store at which the purchase was made or induce additional purchases—besides providing the retailer with an opportunity to incorporate his own merchandising ideas (such as point-of-sale suggestions as to how the money ought to be spent). There is no mail-in element in the promotion (the pack coupon is itself redeemable) which Beecham believe will increase the high one-third redemption of their last Macleans "money-off" to perhaps two-thirds of the coupons issued.

The promotion runs throughout June and July, giving 2p coupons on the small size of both Macleans versions, 3p on large, 4p on economy and 5p on giant. It will be supported in the first two weeks of July by a television campaign costing £80,000—part of a £2m campaign for Macleans this year—and providing nine



spots per station per week nationally. This special commercial will show some of the low-cost, regular purchase items against which the money-off savings may be set—bread, tea, shampoo, butter—but the "conglomerate" visual now being shot will include a greater number of chemists' goods. The coupons may not be used against rpm items (medicines or books).

To encourage competitive pricing by independent outlets as well as multiples, Beecham Proprietaries, Great West Road, Brentford, Middlesex TW8 9BD, are offering a trade discount of 20 per cent, irrespective of the case quantity ordered.

Beecham's latest estimate for the toothpaste market in 1976-77 is at least £47.8m (1975-76 £39.7m) and a growth in pack sales from 208m to 218m. They now claim a house share of 28 per cent of the market (AGB figures for the past six months), only 2 points behind Colgate whose share they state is falling.

Bergasol advertise tan acceleration

Three media are being used in an intensive advertising campaign for Bergasol, until the end of August. Chefaro Proprietaries Ltd, Crown House, Morden, Surrey, say no other suntan preparation is currently claiming tan acceleration, the main message of their campaign.

"Tactical insertions" are being made in national papers like *Daily Mirror*, *Daily Mail*, *Sun* and *Daily Express*, immediately before a weekend with good weather forecast. Free samples will be offered, by coupons, in the first insertion. Through June and July there will be full-page colour advertisements in women's magazines, including *Cosmopolitan*, *Vogue*, *19*, *Over 21*, *Honey* and *Woman*. These will be biased towards younger women "with more disposable income". Local radio will be used to give breadth to the campaign, by "week-end" packages, through July and August.

Swim plugs accepted for design index

Earex swim plugs from Earex Products Ltd, Bath BA1 2QS, or distributors Ernest Jackson Ltd, Crediton, Devon EX17 3AP, have been accepted for design index and in future will carry the Design Centre label.

More Trade News on p768

OPTICROM®

Fisons Limited—Pharmaceutical Division

has recently introduced a new product, OPTICROM® Eye Drops (2% Sodium Cromoglycate B.P.) for the treatment of vernal kerato-conjunctivitis.

When sodium cromoglycate eye drops were undergoing clinical investigation, they sometimes became known as "INTAL® Eye Drops".

Now that the product is available commercially, the correct name of Fisons' sodium cromoglycate eye drops is OPTICROM®.

If prescriptions for "INTAL® Eye Drops" are received, we recommend that the prescriber should be contacted and informed that the correct prescribing name for Fisons' sodium cromoglycate eye drops is OPTICROM®.

Prescribing information

Name of Product

OPTICROM® Eye Drops

Presentation

A clear colourless aqueous solution of Sodium Cromoglycate B.P. 2% w/v, with benzalkonium chloride 0.01% w/v, 2-Phenylethanol 0.4% w/v.

Uses

For the treatment of vernal kerato-conjunctivitis (vernal or Spring catarrh.)

Dosage and Administration

One or two drops into each eye four times daily.

Contra-Indications, Warnings, etc.

Known hypersensitivity to benzalkonium chloride. Transient stinging may occur in some patients.

Pharmaceutical Precautions

Store below 30°C.

Legal Category

S.62.

Package Quantities

10 ml.

Further Information

Discard any remaining content four weeks after removing the bottle from its wrapping.

Product Licence Number

0113/0039.

Fisons Limited—Pharmaceutical Division, Loughborough, Leicestershire LE11 0BB

R Registered Trade Marks

Trade News

Continued from p767

Pitressin injection supplies

Further to an announcement from Parke, Davis & Co, Usk Road, Pontypool, Gwent, last October informing customers of the difficulty in obtaining raw material for the manufacture of Pitressin injection, the company now advise that limited supplies of the finished product are available and all back orders for hospitals are being executed. Other customers are being notified that their orders have been cancelled and until continuity of supply can be maintained only direct orders from hospitals will be accepted.

Upjohn deletions

Upjohn Ltd, Fleming Way, Crawley, West Sussex have announced that the following products are discontinued with immediate effect: Cordex tablets 500; Dalacin C capsules 75mg 500; Medro-cordex tablets 30; Medrone Veriderm 5g; Neo-medrone Veriderm 5g. Wholesalers and retailers are asked to use their existing stocks in the normal course of business but no further supplies are available from the company's Crawley warehouse.

New size of vaccine

A new pack of 25 single dose (0.5ml) ampoules of Wellcome adsorbed diphtheria and tetanus vaccine (£1.80 trade) has been added to the range of vaccines from Wellcome medical division, Wellcome Foundation Ltd, Temple Hill, Dartford, Kent. The company has also discontinued their Tabloid ergometrine maleate tablets and Wellcome ergometrine maleate injection.

Parlodol hospital pack

A 500 pack of the dopamine agonist Parlodel (£92) is being made available to hospitals only by Sandoz Products Ltd, PO Box Horsforth No 4, Calverley Lane, Horsforth, Leeds LS18 4RP.

Astra product to be withdrawn

Astra Chemicals Ltd, PO Box 117, King George's Avenue, Watford, Herts, are to withdraw their product Jectoral folic tablets in the near future when all existing stocks have been exhausted.

Baby photo competition

Following last year's successful "happy baby" point-of-sale photographic competition organised jointly by Robinson's Baby Foods and Kodak, the two companies are again co-operating in a similar contest this year. The entry leaflets, which feature last year's winner Andrew Boothman of Goole, will be available from the end of May. Consumers have to send Kodak a "happy snap" of their baby, together with a Robinson's baby foods packet top.

The winner will receive Kodak equipment or materials to the suggested retail value of £150 and the chance to have the winning baby professionally photographed

once each year for the next five years. Four runners-up will each win a Kodak pocket Instamatic 300 camera outfit and 25 consolation prizes of Web Selfix photograph albums will also be given away. All the winners will receive a supply of Robinson's baby food 1 or 2, depending on the age of the baby. Closing date for entries is September 30 and all babies entered must be under 1 year old on that day. Posters featuring the Mabel Lucie Attwell theme have been overprinted with details of the competition and can be obtained direct from Robinson's Baby Foods, Carrow, Norwich NOR 75A, or from Reckitt & Colman sales force.

Paddi pads 'money off' promotion

Robinsons of Chesterfield are running a "money off next purchase" promotion for consumers through June and July. The promotion will offer "5p off" next purchase of packs of 10's Paddi Pads and "5p off" next purchase of the 30's packs. Selling-in of the specially flashed packs begins in June and the trade may return coupons to the marketing services department, Robinson & Sons Ltd, Wheat Bridge, Chesterfield, Derbys, for redemption.

Dumpbins, headerboards and shelf talkers will be available. New Press advertising has an "educational and economic" approach. National media includes *Daily Mirror*, *The Sun*, and women's magazines as well as the specialist mother and baby Press. The campaign continues through the spring and summer months.

Gerber add junior broths

Gerber have added beef broth and chicken broth to the dinner segment of the junior babyfoods range. The new varieties complement the four broths in the strained range—beef, vegetable and beef, chicken and bone and vegetable—which CPC (United Kingdom) Ltd, Claygate House, Esher, Surrey, say have proved highly popular and now account for 16.6 per cent of the brand's total strained range.

Scholl advertise to young mothers

"What pregnancy can do to your legs" heads Scholl full-page colour advertisements in magazines including *Parent*, *The Baby Book*, *Mother & Baby*, and *Health Visitor*, until December. The message, aimed at first-time mothers in particular, is that support stockings can aid prevention of varicose veins, and Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH say their share of the support hosiery market grew by nearly 15 per cent in the past year.

News of the World and *Sunday People* are carrying a series of four advertisements for men's support socks, in an £11,000 campaign running until the end of June. Showcards are available.

Monet inspires Aqua Manda

Bath essence (£1.15) and extra large herbal foam bath (£0.98) are being introduced and packaging redesigned for Aqua Manda. Goya International Ltd, Badminton House, Amersham, Bucks HP7 0DE say their seven year old "strong and vibrant theme" and bottle shapes are retained and the new foam bath bottle is to an original design. Goya's designer was inspired by Monet's painting and the cartons show blue water scattered with orange blossoms.



Alarm clock with liver salts

An on-pack promotion for Andrews liver salts offers a copper alarm clock, with a manufacturer's guarantee, for £3.35 (value £4.85). Sterling Health Products, St Marks Hill, Surbiton, Surrey KT6 4PH, have produced point-of-sale material, including counter units, dump bins and leaflets, to promote their offer.

Chekwise labels redesigned

Chekwise carries a new label with a brighter picture of each of the fruits against the existing brown background. Advertising support from Beecham Foods Ltd, Beecham House, Great West Road, Brentford, Middlesex, will include *Silhouette Slimmer* and *Slimming and Nutrition* magazines until September plus a television campaign in Anglia through July.

Sunquick advertised to housewives

Sunquick concentrated squash has a new label design, and will be supported by a national campaign in leading housewives' magazines this summer. Full-colour advertisements will explain that each bottle makes ten times its own volume—six pints of squash. Sunquick is sweetened by sugar only, and Dana-Sunquick Ltd, Burley House, Marriott Street, Higher Hillgate, Stockport, Cheshire SK1 3PW, claim that half a pint, diluted, contains the daily requirement of vitamin C.

Outdoor Girl in June

Marvelash mascara and runproof Marvelash, in black and brown, will be offered at half price (£0.20) by Outdoor Girl from June while stocks last.

Aquas, "seaside and summer shades", are being added to the shadow co-ordinates range (£0.49) in June. A "salty" blue, turquoise, a "murky" aquamarine and cream can be mixed and matched from the standard pack with applicator.

Longer lasting lipsticks (£0.32, swivel; £0.20 push-up), in red, rose, clover, coral and caramel, and "super cover formula" cream nail polish (£0.25), in maroon, rose, ruby, ginger and clover, have recently been added to the range by Myram Picker Ltd, Hook Rise, Kingston By-Pass, Surbiton, Surrey KT6 7LU.

PHILIPS REPORT



PHILIPS

New Ladyshave TV smoothes the way for even bigger sales.



Philips Ladyshave is the brand leader in dry shaving for women.

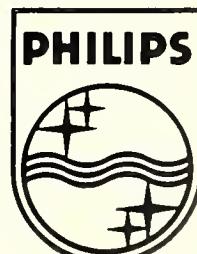
The Ladyshave sells over twice as many as its nearest competitor.

The Ladyshave will be on TV in London, Southern,

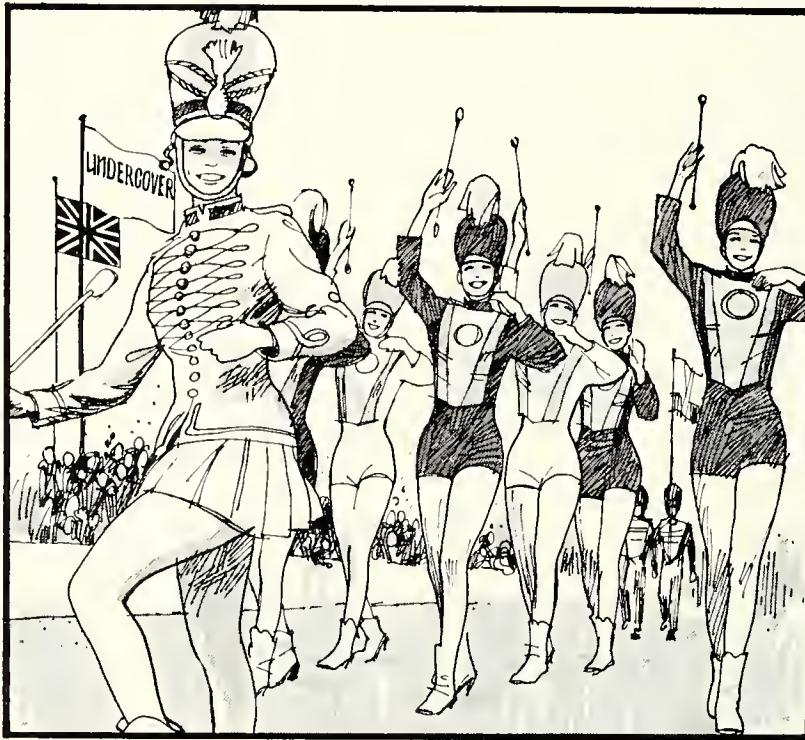
Midland, Wales and West and Anglia from June 7th.

So with this exciting new commercial we expect Ladyshave sales to go even higher. Don't miss out.

Simply years ahead.



Everyone's getting into throwaway pantees



More women than ever are getting used to taking their holidays with Undercover. And why not? Undercover Throwaway Pantees make real sales sense.

The attractive easy-on-the-shelf pack contains four well-styled

comfortable pantees — specially designed for menstrual times and perfect for holidays.

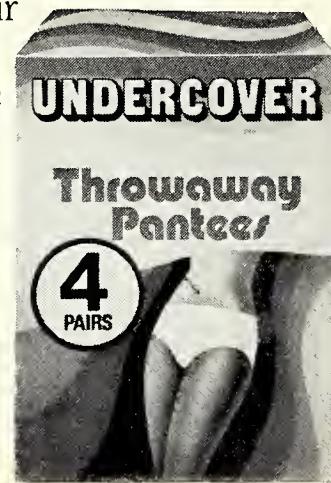
Make sure of your share of this fast growing market by contacting your local wholesaler or direct from the manufacturer.

Undercover Products (International) Ltd
Queensway Industrial Estate
Wrexham, N. Wales
Tel: (0978) 53535/6

Some of our wholesalers:—

Sangers Ltd.
Unichem Ltd.
Vestric Ltd. (selected branches)
Benwall Enterprises Ltd.
Bleasdale Ltd.
Cory Brothers & Co Ltd.
D.R. Crosskill & Sons Ltd.
Richard Daniel & Son Ltd.
Dolphin Munday Sundries Ltd.
H.B. Dorling Ltd.
Eastern Wholesale Chemists Ltd.
James Hardcastle & Co. Ltd.
Hugh Reynolds Ltd.
L. Rowland & Co. Ltd.
A.V. Sorge Ltd.
Wholesale Sundries (Cheshire) Ltd.
F. Widocks & Co. Ltd.
Available in medium and large sizes.
Also Undercover for men.

Undercover
Throwaway Pantees
Wear today — gone tomorrow.



Trade News

Continued from p763

Emergency aid encouraged

Band-aid and St John Ambulance will be promoting emergency aid until the end of the year. A competition is being organised in nine regions via local newspapers and regional winners will be invited to London finals in October.

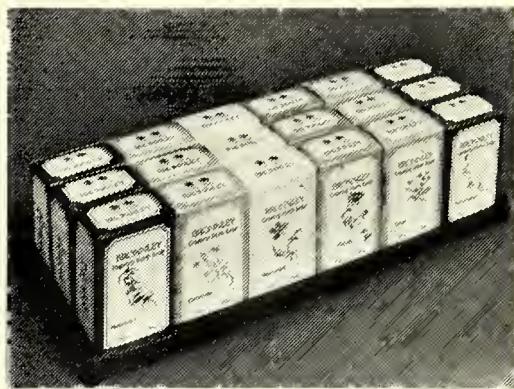
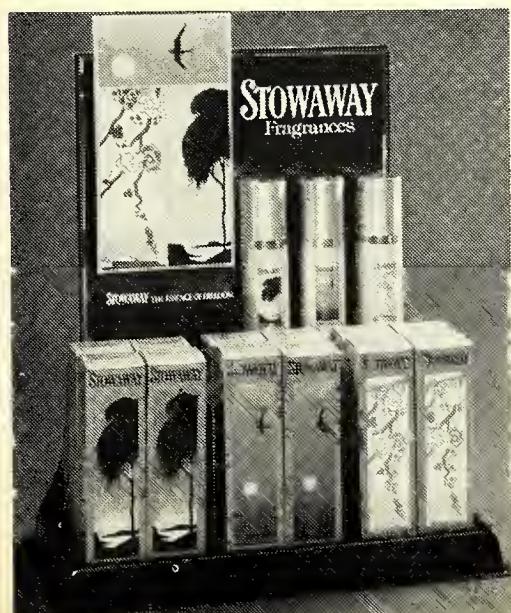
Selected Boots' stores are mounting an "emergency aid" display manned by St John Ambulance's volunteers. Band-aid packs with a free St John Ambulance "First aid in the home" booklet, and a show card are being offered by Johnson & Johnson Ltd, Slough, Berks SL1 4EA. St John Ambulance want every family in the country to nominate one member to take a course in "emergency aid" so there will always be someone near who can cope after an accident.

Circus entertainment from Lucozade

Collarette packs of Lucozade are featuring free clown masks and offering a "Big top fun and games" book (£0.25 plus £0.09 postage) for two foil tops. Point of sale material is available and Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD, say Lucozade is backed by a £600,000 television and Press campaign this year. Promotions are directed at mothers with young children and repeat purchases are expected, with four different clown masks to be collected and made up over the summer holiday period.

The book has been produced with five to eleven year olds in mind, and has 26

Stowaway display from Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY, contains three testers and four packs of each fragrance. Three motives, representing the fragrances—sleepy lagoon, dawn flight and orient express, are featured in colour and the dispensers are available nationally.



A brown tray dispenser carrying 18 tablets of soap has been designed by H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 5AA, to back up their re-styled range of popular Country Herb soaps. Single pack tablets feature drawings of the herb each soap contains

pages of games, pictures to colour and puzzles. Sales were boosted 11 per cent over those of the previous month, by a similar promotion that offered a "Knights and castles" book, last year.

Hartnell 'Christmas dress'

Heart-shaped soap and a warm orchid shade, echoing the "In Love" theme are being introduced to the Hartnell range this Christmas. The Hartnell In Love collection of 13 standard packs will be in "Christmas dress"; ten coffrets are being added (£1.45-£3.38) and for the second year, two seasonal presentation packs (£11.50 and £9.00) are also being offered.

Thomas Christy Ltd, 152 North Lane, Aldershot, Hants, felt the range needed up-dating without losing former character, as this is their 25th anniversary year. A sales assistants' competition, running nationally in June, offers five prizes of Hartnel gowns selected from the Mayfair Petit Salon.

Yardley's Laughter campaign

Laughter is being promoted with the theme "it helps to distract men" in a £150,000 campaign. Television advertising is running until June 16 and counter merchandisers featuring a laughing woman and the slogan "it's catching", are available from Yardley of London Ltd, 33 Old Bond Street, London W1X 4AP. Yardley demonstrators and representatives are meeting the Press, and store and chemist sales executives in Newcastle, Birmingham, Manchester, Leeds and Glasgow, and special promotions are being conducted in selected stores until September.

Estée Lauder's apricots

In June, shades ranging from tawny to pink are being added to the lustrous nail lacquer range (£1.35) by Estée Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1. Frosted shades are silvered apricot and burnished apricot, and other colours are sunlit, pale honeyed, spiced, and brandied apricots, and apricot rose. The shades have been created to highlight fashion colours for summer and also tanned hands.

Free racket covers with cosmetics

Bonne Bell offer retailers 12 assorted squash and tennis racket covers with £36 purchases of their cosmetics. Customers spending £3 on the range can choose one as a gift. A header board advertises the

promotion, but merchandisers offered by Bonne Bell Ltd, York House, Empire Way, Wembley, Middlesex HA9 0PA, act as permanent displays; new header boards or trays can be slotted into the units when required.

Fragrances 'tell you about yourself'

The House of Roberts Windsor Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Mons, are backing ginseng, patchouli and blossom with half and full page colour advertisements in *Cosmopolitan*, *Woman's Own*, 19 and *Loving* under the slogan "One of these three new fragrances from French Almond could tell you about yourself—are you going to listen?"

Kent reduce comb prices

Improved manufacturing processes from investment in new plant and machinery have enabled G. B. Kent & Sons Ltd, 24 Old Bond Street, London W1X 4AB, to reduce prices of combs at the top end of their range. Reductions are as follows: 9T—£0.78 (from £0.95); R9T—£0.78 (from £0.95); 10T—£0.92 (from £1.25); 14T—£0.78 (from £0.99); R15T—£0.92 (from £1.25); 16T—£0.95 (from £1.25). These include reductions in some combs at the lower end of the scale.

Toni perms' double conditioning

The addition of conditioners to the waving lotion is the latest improvement to Toni home perms from Gillette Industries Ltd, Great West Road, Isleworth, Middlesex. The new creamy wave lotion is said to improve comb-out to wet hair, a benefit which lasts through several shampoos. Packs containing the new lotion carry the words "Now with double conditioning" but the retail price remains the same.

Jovan fragrances from Christy

Following the 1975 test launch in the UK, Jovan have appointed Thomas Christy Ltd, 152 North Lane, Aldershot, Hants as UK selling agents. The Jovan range will be included at Christy Christmas shows: Albany Hotel, Glasgow, June 14-17, Five Bridges Hotel, Gateshead, June 28-July 1, Hotel Metropole, Brighton, July 5-8, Hotel Piccadilly, Manchester, July 12-15.

Unichem members only offer

Unichem will be offering members discounts on the following from June 7-26: SR toothpaste, Wilkinson bonded blades, Paddi Pads, Kotex Simplicity 10's and Sylphs, Kemval baby pants, Radox salts and Silvikrin hairspray. Details from Unichem Ltd, Crown House, Morden, Surrey.

Bank holiday closings

The following will be closed for the Whit-sun period from the close of business Friday, May 28, to 9 am Tuesday, June 1: CIBA Laboratories, Horsham, West Sussex RH12 4AB.

Upjohn Ltd, Fleming Way, Crawley, Sussex, (urgent supplies available from Messrs John Bell & Croydon, 50 Wigmore Street, London W1).

Northern Pharmaceuticals Ltd, Galen House, Grattan Road, Bradford BD1 2PQ, will be closed on Monday and on Tuesday, June 1 but will be open as usual on May 29. (Details of emergency service, Bradford 33621).

Trade News

Continued from p771

Advice on safer glazing

The Safer Glazing Information Service, sponsored by Doulton Glass Industries, aims to help prevent accidents involving architectural glass. Literature and educational visual aids on safer glazing are available from SGIS, Strode House, 44 Osnaburgh Street, London NW1 3DN, who

are also interested in receiving information on glass accidents.

Housegloves on television

The largest advertising campaign yet for Marigold housegloves includes two television advertisements, showing in all regions except Ulster and Channel Islands, until the end of June. Fleur, introduced last year, and said to account for 20 per cent of Marigold sales, features in one and both stress the dangers of exposing hands to washing-up. LR/Sanitas Ltd, Sanitas House, Stockwell Green, London SW9, say sales of Marigold grew 18 per cent in volume last year, and now dominate the £7.5m houseglove market, by taking over 80 per cent of all sales. They claim theirs is the only brand to be advertised on television.

Irish agents appointed

All-Phar Services Ltd, McKee Avenue, Finglas, Dublin 11, have been appointed Irish agents for Ferring Pharmaceuticals Ltd, 6 Staines Road, Twickenham, Middlesex. The company have introduced their new synthetic analogue of vaso-pressin, DDAVP-Desmopressin, into the Republic via All-Phar.

Products from Cairngrange

Cairngrange Ltd, 10 Hans Crescent, Knightsbridge, London SW1, are now distributors for Perfumer's Workshop of New York, Spraydex aerosol products, Wella cosmetics and toiletries, Lakme cosmetics and toiletries originating from the Tata group of India, and Scangarde antiperspirant manufactured by Pharm-medica Laboratories.

Centenary celebrations at Albion Soap Co

The Albion Soap Co Ltd are to celebrate their centenary next week. No-one knows the exact date of origin but some time in 1876 the Albion Sanatory Soap Co was founded by an Englishman and an American — names unrecorded — in London's New Oxford Street.

Their sole product was the hand-made Albion milk and sulphur soap, advertised as being "pure, refreshing and comforting" with "a veritable blend of natural scents" which wafted from the premises and acted as a further form of promotion. Worldwide testimonials arrived from the wealthy, the famous and the aristocracy, and signed photographs of these personalities were displayed at the front of the shop alongside their words of praise—the names included Lady Constance Howard, Vesta Tilley, Nita Guest, Ellen Terry, and a request from a lady-in-waiting to the Tsarina's court at Tsarskoye Selo. By the end of the 19th century the soap had achieved considerable fame in India and South Africa.

"Albion" is derived from an old name for England and Britannia's head was incorporated in the trade mark stamped on the original product.

After the 1914-18 war the premises

moved to 48 Gowers Walk, London E1, and in 1932 the company changed its name to Albion Soap Co Ltd. The policy of using only natural ingredients continued and advertising copy of the day made the most of it. "The materials used are of unimpeachable purity; the delicate fragrance of old world lavender is obtained from simple natural floral scents, and we have always refused to countenance the use of even a suggestion of artificial perfume or colouring matter".

It was recommended particularly for hot climates "where greater care should be exercised in the selection of a toilet soap than perhaps is necessary in a more temperate climate." In 1937 the trade price for 36 tablets was 18 shillings and a case of 432 could be shipped to India for little more than £1, South Africa for £1 2s 2d, British East Africa for £1 6s, Cairo for £1 18s 3d and China for just over £2.

In 1950 the company moved to Hampton-on-Thames, Middlesex. The soap was still made by hand up to about 12 years ago and the ingredients, although purer, are much the same today as they were when the company first started.

In 1960 a companion was born, Simple Soap, which extended the company's com-

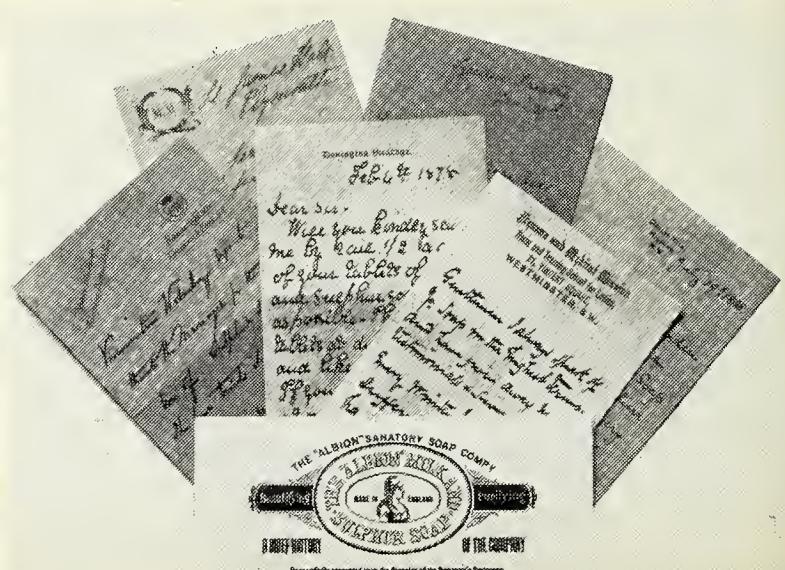
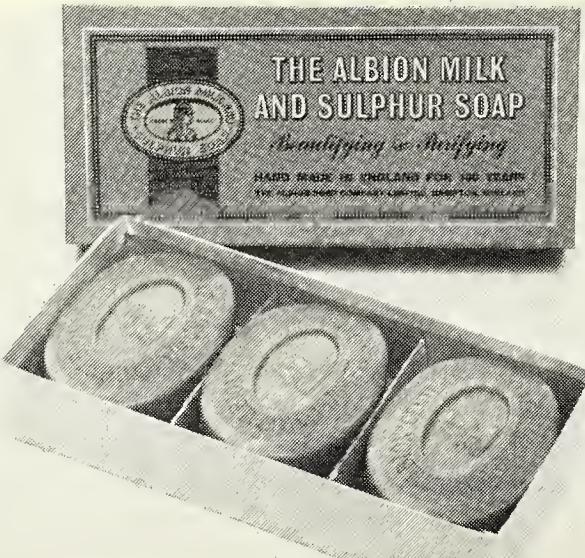


Mr David R. Williams, who has been managing director for 25 years

mitment to natural products. Sales of Simple Soap are still growing and it is exported to most main overseas markets.

"Of course, Simple Soap is still just a precocious 16-year-old," says the centenary literature. "But maybe in a hundred years or so Albion skin soap will give her younger sister the benefit of the doubt".

Below left: A reproduction box of the original soap showing Britannia's head as part of the trade mark. Right: Copies of testimonials received from 19th century aristocracy extolling the soap's virtues





Get into New DENIM...

and watch your sales take off

- * Instant test success in the Midlands
- * £550,000 advertising on TV and radio between July and December
- * An ideal range distinctively packaged
- * Priced to encourage repeat purchase and use
- * Dramatic advertising which really sells



The House better products for

Bristows Hairspray with 'Amphomer' -
a unique control agent which is invisible on
the hair, thus preserving the hair's natural
good looks while giving perfect control.



Backed with £60

Bristows Hairspray with Amphomer and N

of Bristows- women who care...

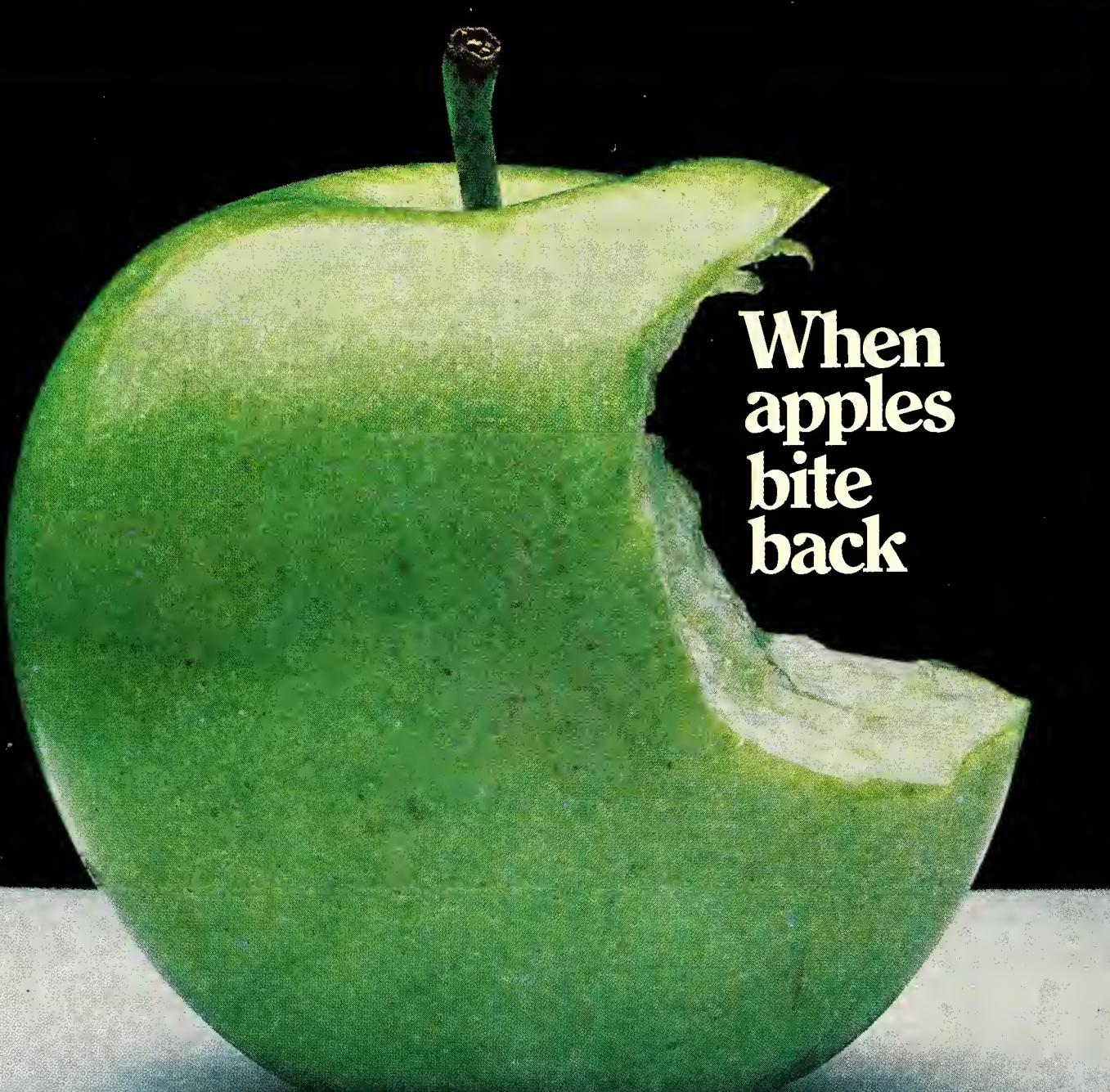
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Pharmaceutical Society Branch Representatives Meeting

Call for Society body to control working conditions

Delegates at last week's Branch Representatives Meeting of the Pharmaceutical Society approved by a clear majority a call for the setting up of a body within, or sponsored by, the Society to control the working conditions of all pharmacists.

The motion, proposed by four branches, stated: "That it is the opinion of this meeting that as evidenced by the number of organisations being formed, the Society is failing to safeguard the interests of all its members as laid down in the Supplemental Charter 1953, Clause 4, third object, and that immediate action should be taken to remedy this by establishing a body within or sponsored by the Society, so unifying all its members."

The proposer, Mr J. Williams, South Cheshire, said the Society was failing to implement its charter in respect of safeguarding and promoting the interests of its members; it was not doing that because of the 1921 Jenkin judgment which the Society "had hidden behind for too long". The motion, he explained, had been worded to "circumnavigate" the judgment by asking the Society to set up a body within its organisation, or if legal opinion ruled that out, to a body sponsored by it.

Mr Williams visualised a British Pharmaceutical Association, analogous to the British Medical Association, which would control the working conditions of all pharmacists. It would not be necessary for the body to take over the role of the Pharmaceutical Services Negotiating Committee in its NHS contract negotiations with the Department of Health, but it would certainly want to be represented in those negotiations. "With the right backing, it would take over the negotiating

position on behalf of all pharmacists, wherever they are employed, and exercise some measure of control over operative conditions wherever pharmacists practice their profession."

Seconding, Mr K. G. Round, Dudley and Stourbridge, argued that the rights, working conditions and minimum standards of employment of pharmacists had to be controlled and governed by a pharmaceutical authority, and the Society was the only such organisation to do that. When the body within the Society was set up, it had to start drafting minimum conditions for employed pharmacists and use powers to penalise those who would not comply with them. Any additional expense incurred in meeting the conditions must be recouped from the Department of Health—so forcing the notional salary "out of existence", he argued, as the PSNC would have more concrete costs figures. He did not want to see a "watering down" of the PSNC, but greater bargaining power through solidarity with the Society.

Warning of 'outsiders'

Mr P. R. Tilley, Dudley and Stourbridge, felt that implementation of the idea could also lead to the planned distribution of pharmacies, and he warned of "outside unqualified and non-professional administrators" who were even now attempting to erode pharmacy's "unique professional establishment"—he cited the "far from satisfactory" experience over security cabinets and consumer bodies inferring there may be a need for random drug testing as examples of that.

Mrs C. V. Perris, Birmingham, proposed an amendment which called for the Society to investigate only the setting up

Some of the delegates at the meeting's morning session



of such a body, and the amendment was seconded by Mr J. Wilford, Hastings. Mr J. Carr, Barnet, later spoke against the amendment which, he said, "watered down" the original motion; he felt the Society should take steps to go ahead now for the unity of the profession. The amendment was defeated.

Asked to clear up confusion over what exactly the Jenkin judgment had resolved, Mr D. Lewis, the Society's secretary and registrar, remarked that pharmaceutical politicians had been talking more "rubbish" about it than any other matter in pharmacy for a long time. He explained at the time there was a move within the profession to separate registration, education and discipline functions from all other matters appertaining to the practice of pharmacy; the law was unclear as to whether a chartered body such as the Society was bound absolutely by its charter, and so a test case was started. The Society got the judgment it wanted—and that was what pharmacists at the time had wanted.

Mr Lewis contended that the Society did safeguard the interests of its members; the only area it did not act in was in terms of service and remuneration. The Jenkin judgment had said that it could not argue or debate as between employer pharmacist and employee pharmacist, but "There is nothing as far as I can see to prevent the Society arguing on behalf of employee pharmacists who are employed by a non pharmaceutical organisation. We could . . . argue about remuneration of pharmacists under the National Health Service if and provided that pharmacists wanted us to participate in such work—and right up to the present there has been plenty of indications that the majority do not", he added.

Speaking on the proposer's right of reply, Mr Williams urged the meeting to support the motion to show that they did want the Society to act.

Following motion withdrawn

In view of that motion being carried, Mr D. Evans, Gwent, withdrew the next motion that the Society approach the National Pharmaceutical Union to persuade them to make the necessary arrangements so that all pharmacists may be eligible to join. He explained that the intentions behind the motion were exactly the same, but the approach was different.

Proposing that all dispensed medicines should bear the patient's name, date of dispensing, and name and address of the dispensing pharmacy on a label attached to the innermost container, Mr P. B. Lowe, Northumberland, said that how a pharmacist labels medicines depends upon how he interprets his professional role—as a medical storekeeper or health practitioner. Frequently ointments, aerosols and oral contraceptives dispensed in original packs only bore the minimum requirement of name and address of the dispenser whereas there was a case for a label bearing at least the patient's name and date of dispensing. The principle involved was the pharmacist's responsibility; to achieve the acknowledgement the pharmacist wanted, he had to demonstrate that responsibility for medicines "extends physically beyond his pharmacy counter

Continued on p779

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Branch Representatives Meeting

Society and general practice pharmacists

Continued from p777

and ethically beyond putting medicines into bags". Mr T. Waldron, South Staffordshire, proposed an amendment to change "dispensing pharmacy" to "dispensing premises" to bring in dispensing doctors; that was approved and the substantive motion carried.

A further motion on labelling concerned the appearance of the word "Poison" on the container of a preparation intended for the internal treatment of human medicines. Mr R. Malkin, North Staffordshire, argued that it should not appear as it could frighten patients. Mr J. Bloomfield, chairman, Law Committee, felt it most likely that the word would not appear on labelling regulations to be produced under the Medicines Act. Mr K. Youings, Somerset, said there had been problems about defining "external" under the Act, so there would also be difficulty over "internal". The motion was carried.

Proposing the motion that the Society should do everything possible to ensure that the valuable service given to the nation by general practice pharmacies is maintained at the most effective level, Mr S. Durham, Sheffield, said that letters to the pharmaceutical Press confirmed the view that a large proportion of general practice pharmacists felt the Society was no use to them. Two points appeared to show that the criticism was justified: the Society allowed its inspectors to be used as agents for the "detested" drug testing scheme, and the Health Education Council's annual report delighted in securing the support of doctors and dentists, but there was no mention of pharmacists. Mr Durham argued that if action was taken by the Society in the interests of others, it should be made known to those concerned. "It has not been done in this case and the quality of the general practice pharmacy service has suffered as a consequence of this apparent lack of the Society's concern and support. . . . Mutual confidence and co-operation must be restored without delay."

General practice working party

Mrs Leigh commented on behalf of the Council's general practice subcommittee that the Society had set up a working party on the future of general practice pharmacy in October 1975. It had met several times, and one of its priorities was consideration of a planned pharmaceutical service. The working party had suggested, and Council had approved, a joint approach with the PSNC to the minister to try to obtain control on the opening of pharmacies in health centre and group practice areas; Mrs Leigh pointed out that that was a short-term measure, pending the outcome of the working party's wider considerations. The Society felt that if some financial support could be given to

smaller pharmacies, together with control in health centre areas, it would in some measure maintain the services provided by general practice pharmacies.

Mr R. Clitherow, Liverpool, asked if it was the Council's intention to raise the matter of the membership of the Royal Commission on the National Health Service as no pharmacy representative was appointed. Mr J. Bannerman, president, replied that next month's Council meeting would decide the preliminary approach to the Commission, and he would be surprised if the Council did not express grave disquiet about the Commission's membership. The motion was carried.

Another motion which called on the Society to act on behalf of general practice pharmacy was also successful. Mr M. I. Almond, Halifax, proposed that the Society should take steps to safeguard the future of general practice pharmacy by ensuring an acceptable geographical distribution of pharmacies providing an adequate pharmaceutical service. He saw there could be three dangers facing pharmacy: nationalisation, which he thought unlikely; municipalisation; and area health authorities filling the gaps in the pharmaceutical services. The entire population was entitled to a pharmaceutical service, and, with public opinion

now carrying more weight than previously, gaps in the service were being publicised weekly. He asked Council to take steps to fill the gaps in the service, suggesting that when the distribution of pharmacies was adequate, pharmacists would have a stronger case about doctor dispensing.

Mr L. W. J. Simpson, Plymouth, said those on area chemist contractors committees and family practitioner committees were concerned about the problem. He suggested that a system for control of contracts could be operated through FPCs in the same way as doctors' contracts were controlled, with some inducement to pharmacists to open pharmacies in less profitable areas. The position in rural areas needed "urgent and critical review"; in some 15-20 towns in Devon, if the pharmacies closed the FPC would "automatically and irrevocably" have to ask the doctors to start dispensing; if one pharmacy in a certain area closed, some 400 sq miles would be without a pharmaceutical service. Health centres too needed some control, both on where they were sited and whether there should be pharmacies in them. Mrs Enid Lucas-Smith, Slough, agreed with the idea of "open" and "closed" contract areas, and suggested pharmacists had direct access to the Department through the FPCs.

Special motion on election canvassing

At the start of the afternoon session, a special motion was put by the Somerset branch on the Council election and canvassing by candidates. Mr K. Youings proposed "that this meeting deplores the canvassing that has occurred in the Council elections for 1976 in breach of the gentlemen's agreement which exists between Council and the candidates and urges Council to take such action as is necessary to ensure that Council elections are conducted with the fairness and dignity becoming to a profession from 1977 onwards."

Mr Youings said that despite action taken at last year's annual meeting, many members felt an "utterly deplorable" situation had arisen in this year's elections; the Somerset Branch was anxious to resolve the matter "in time for the 1977 elections to be conducted fairly by all concerned." History was beginning to repeat itself and many members would

Mr Youings, proposer of the new motion

view with alarm a reversion to the old hustings "which reduced Council elections to a farcical level, made them the object of ridicule amongst other professions, and led to the gentlemen's agreement which has been observed by and large for about 30 years."

For all its weakness, the agreement had enabled the election to be conducted in an atmosphere devoid of acrimony, he went on. Failure this year could be logically attributed to two reasons: either the agreement was outmoded and needed abandoning, "or because the candidates are not gentlemen". The situation could not be allowed to develop "in an uncontrollable manner"; clearly every facet of the election could be regulated by bye-laws, "but that would indicate to the Privy Council that we are incapable of self-regulation". The only alternative was a gentlemen's agreement, and if the present one was inadequate, then it should be looked at again with care.

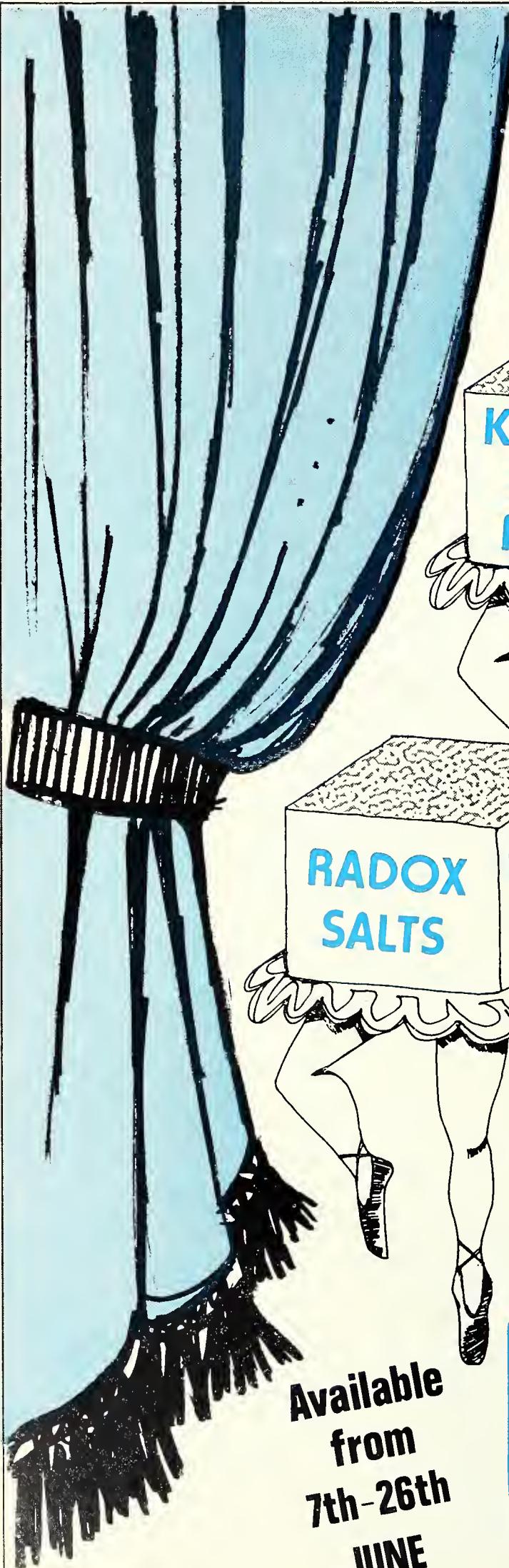
Mr Youings admitted that no matter what was done, there would always be "some masters of the art of public relations who will achieve and maintain membership of Council" . . . by brinkmanship or one-up-manship. He continued: "There are more sinister considerations however when unworthy candidates lightly accept the election procedures, allegedly in the interests of our members, but in fact for no more worthy purpose than to remove those who overshadow them in ability, zeal and the regard in which they are held outside the profession."

Mr M. B. Gray, seconding, considered there was a need for Council to look again at the agreement and he disapproved of the antics of candidates this year who, by canvassing, took unfair advantage of those who abided by the agreement. He



Continued on p783

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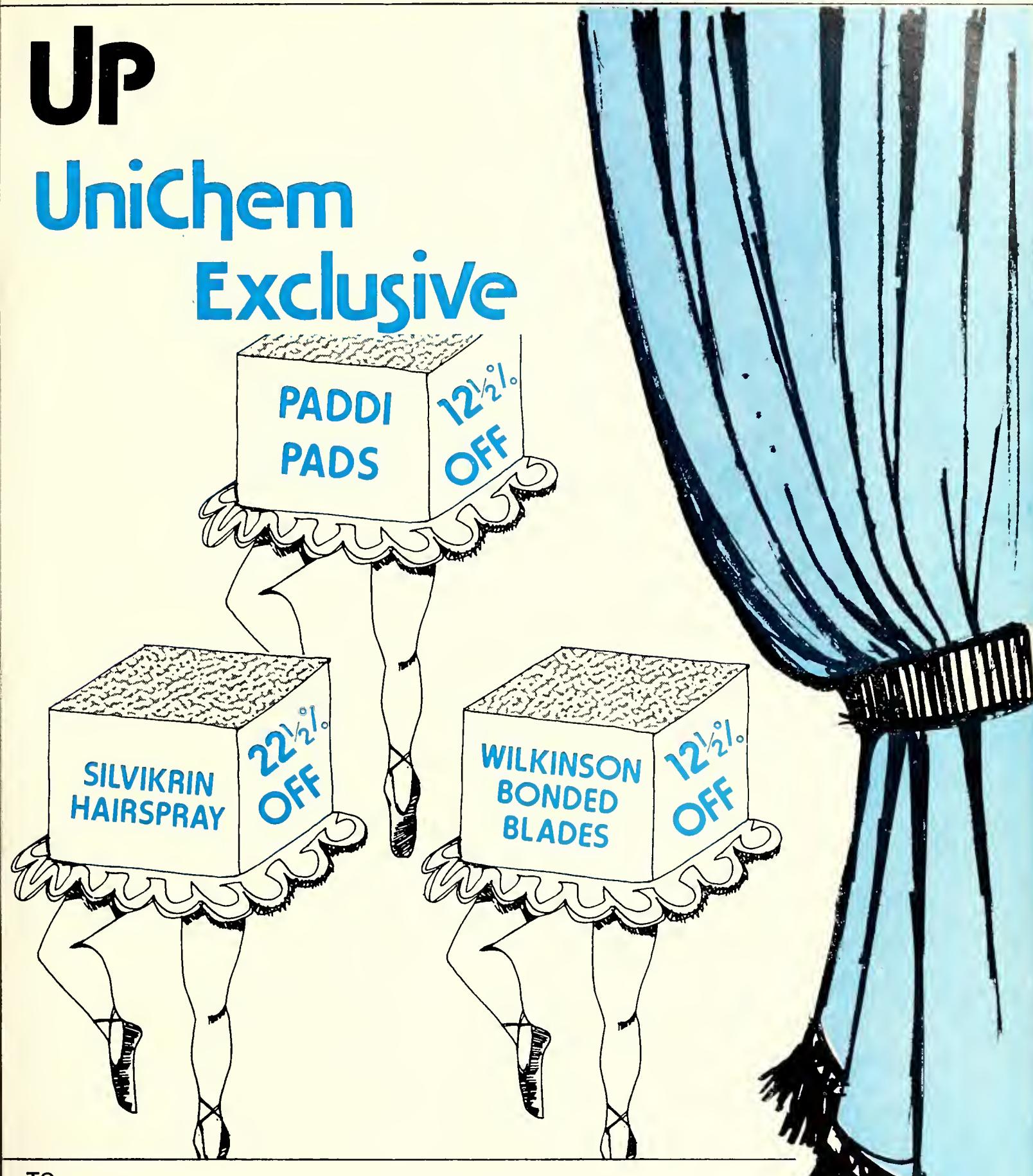
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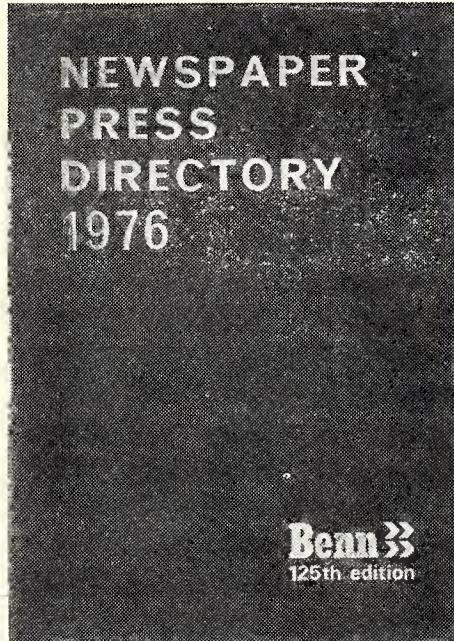
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Branch Representatives Meeting

Canvassing and advertising motions

Continued from p779

felt an exchange of views by correspondence would be desirable as candidates were little known to the majority of the electorate. "To have a strong Council of pharmacists who have the ideals for the future of pharmacy which reflect the wishes of the profession is of paramount importance."

Mr Gray added three points he felt should be considered in reviewing the procedure: the Society's journal should be the only medium for exchange of correspondence permitted as it goes to all members; that an election supplement to the journal should be published at the same time as the voting papers are sent out and correspondence be permitted up to the time of the election for explanation and expansion of candidates' views; and no candidates should be allowed financial backing for publicity or afforded facilities by any organisation or company to further his election prospects.

Mr R. Jackson, West Metropolitan, felt that the "degeneration" of conduct was due to the change in the method of voting; STV had led to a proliferation of candidates who did not think they would get on Council, but wanted to see how far they would get.

Mr Clitherow felt the motion arose from his challenge to candidates. He agreed that all correspondence should go through the Society's journal, but queried why there was a restriction in the 6-8 weeks before the election, when all matters could be debated in the other 10 months. However, he pointed out that Council members have a "built-in advantage", going round branches and putting their points of view; such facilities were not as readily available to other candidates.

Mr D. Evans felt it was "utterly immoral" to vote for a person one did not know, and he asked "What's wrong with hustings?" If properly organised, he felt they could be worthwhile. In his summing up, Mr Youings said that under the present system it was perfectly valid to say "do not vote for a certain person", but not to canvass for another; it was ambiguities such as this he wanted cleared up. The motion was carried.

Call for uniform advertising standard

The motion that "the Society should set a uniform standard in the field of advertising for all its members, instead of the apparent existing dual standard" was also approved. Proposing it, Mr T. Owen, South Cheshire, explained that the motion was not to support or condemn advertising, but to take an impartial view—if the code was breached, the Society must be seen to act in a fair and equal manner towards all members. He submitted that as far as advertising was concerned, that equality was not evident; it appeared that

the Society never hesitated to use its full powers in exerting pressure and acting against private pharmacists who were in breach, but hesitated and dithered in confronting the large multiples with their financial resources allowing them the best legal advice.

The Society's policy of not being able to use "chemist" or "pharmacy", even in trading titles, left a pharmacist as an "unidentified, jobless nothing trying to sell something". With the Care scheme, many pharmacists thought the day had dawned when they could compete with multiples on an equal footing, but the dream was short-lived. However, soon after the Care judgment, Co-operative Society pharmacies were "having a field day" in national Press advertising; it seemed on the face of it identical to the offence committed by Care, but it appeared the Council was to await a Monopolies Commission report before taking action. It seems the offending advertisements were placed by the Co-operative Wholesale Society over which the Ethics Committee had no power.

'Threat should be lifted'

Also the Boots organisation advertised medicines on the basis of comparing prices. Again, the retail side of Boots was not behind it, but the manufacturing company, and "to add insult to injury", they reserved the right to continue advertising medicines. Mr Owen commented: "We seem to have reached a position where the Society seems in doubt about its ability to enforce the code of advertising against major interests; then the implied threat of action against weaker members should be publicly lifted and the reasons stated, until the whole question is resolved. But we consider it would be a very sad day indeed for our profession as a whole if large commercial interests triumph over the will and desires of the majority of our members."

Seconding, Mr W. T. Brookes, South Cheshire, suggested there were two things which could be done if Council could not apply the code fairly: to get rid of the Council, or produce a standard which could be applied fairly. Mr J. Williams, South Cheshire, suggested that, as both the manufacturing and retail side of Boots were subsidiaries of one holding company, the company must be responsible to all its employees, including the superintendent pharmacist, who should have felt compromised by the advertising.

Proposing that it should be readily apparent to the public that a full, comprehensive pharmaceutical service is provided from every registered pharmacy, Mr D. Miles, Colchester, said there was an increasing number of what he described as "front room dispensing practices" being established in areas of high concentrations of doctors, with the intention of creaming off dispensing. The precise definition of what constituted a full pharmaceutical service had not been clearly defined, but he felt it should include the sale of goods, and, once defined, it should be enforced.

Mr K. F. Free, Colchester, seconded, arguing that development of such a "dispensing point" type of pharmacy was another factor which could jeopardise the viability of other premises. He felt that the development of such "splinter pharmacies", specialising in only one aspect

was of even more concern than the development of "splinter unions" was suggested to be. The motion was carried.

Other motions

Among motions accepted were:

- That a small explanatory paragraph from the branch concerned should accompany that branch motion when distributed from the Society to the branches for discussion;
- That all medicines which are required to be freshly prepared or recently prepared should be labelled with an expiry date in accordance with official guidance;
- That all prescription forms should be serial numbered and pads issued to doctors for their personal use only;
- That a list be compiled of substances, which, when dispensed, should bear a cautionary label indicating the possible side effects of that preparation—during the debate Mrs Estelle Leigh, vice-president, announced that a scheme for utilising the maximum effect of antibiotics had been sent by the Society to the BMA for their comments;
- That certain medicines which should be supplied in small quantities due to instability should only be obtainable and priced in packs consistent with those quantities;
- That, since there is a limit to the number of dispensing assistants a pharmacist can personally supervise in order to fulfill his statutory obligations, Council should seek to define such a limit and make provision for enforcement of the same as a matter of urgency;
- That the Society should investigate the regulations governing the retail sale of horticultural poisons such as paraquat;
- That the job description of district pharmaceutical officers should be altered to exclude those duties which require full-time hospital employment, thereby enabling a pharmacist from any branch of the profession to act as a DPhO;
- That in order to ensure the well being of the profession, there is a need to increase the political activity of the profession, and to this end the Council should set up a Political Fund as a supplementary to the present Parliamentary Fund to be under the control of a President's Committee for the purpose of supporting the political activities of members on a local, national and international scale.

Motions lost included:

- That the number of resolutions at Branch Representatives Meetings should not exceed 25 other than those allowed in standing orders;
- That all prescription forms should have an extra box printed on them into which the doctor fills the number of items he has prescribed and that he be requested to cross out any unused space;
- That the immediate past president should automatically become an ex-officio member of the Council for one year;
- That the grouping of branches into regions appears to serve very little useful purpose and is an unnecessary drain on the Society's financial resources;
- That the Council's decision that it is not unethical for pharmacists to be employed by dispensing doctors is deprecated as being against the best interests of the profession and that ways should therefore be sought to end this practice.

Letters

The Society's finances

A prudent businessman or woman could hardly fail, I suggest, to be alarmed at the information and at the lack of information in and relating to the latest Pharmaceutical Society balance sheets and accounts.

At the foot of this letter I append a few figures extracted from the data supplied, figures I have rounded off for convenience as we are dealing with thousands and tens of thousands of pounds, even with hundreds of thousands.

Study of the documents prompts me to propose once again that we, the members, the providers of funds, should be given full information on just what our organisation is doing, on just who is doing what, on exactly where the money goes.

Maybe we are getting full value for money; this letter is not an attack, except an attack on silence. But without the analysis of activity and function I have called for in vain more than once, we do not know.

Naturally, if we are to analyse what our Society is doing, if we are to assess this fairly, we must know the goals we are aiming at. Is anyone clear on this?

In my opinion we need to carry out three related researches:

1. A cost/benefit research into the workings of the organisation, that is of the Society.

2. A research, perhaps by Royal Commission, into the place of pharmacy in our general society.

3. A research into our Charter, into whether this calls for amendment and if so how this could be approached.

As a simple first step, why not let us have for our enlightenment a clear statement of the organisation and staffing of the Society, with departmentalised costings. A comparison with the position immediately after the war and say ten years ago would be helpful.

The premises fee is to be doubled, following the recent personal fee increase. What is the benefit in output to be for this input of, presumably, some hundreds of thousands of pounds, and who is deciding how the money is used?

Do members realise that "pending negotiations with the Inland Revenue no provision has been made for a substantial tax liability which will arise on a proportion of the surplus realised on the sale of the Bloomsbury property in 1974"? Why no provision? What is "substantial"?

Please read the footnote, and ponder; all this is to do with your money and mine. But it is not merely money; what is behind the figures? This is your business.

E. A. Jensen

Brighton

1975 expenditure compared with 1974

Library: About £10,000 up.

Registers, maintenance and publication: About £46,000 up, including computerisation, about £25,000. Why?

Publications: Over £60,000 up, after allowing for an increase in income.

Office salaries and expenses, superannuation and pensions: About £60,000 up.

Miscellaneous activities: "Sundries" nearly £7,000 up.

The percentage increases, not only the cash increases, are high. Total general fund *income* rose from £1,283,021 to £1,376,833 ie by about (actually less than) 8 per cent. Total general fund *expenditure* rose by about (actually more than) 30 per cent, from £1,181,931, to £1,546,908.

Mr Worby's 'vitriol'

In the letters column of May 22 Mr R. G. Worby launched a vitriolic attack upon Mr Armstrong of Chesterfield and Mr Blum of ASTMS. The reason for the outburst was that Mr Armstrong had resigned his office as secretary of the Chesterfield Branch of the NPU in order to establish a local ASTMS branch. He had done so because he felt the NPU, PSNC, and Pharmaceutical Society had done nothing to remove the selective application of the Drug Testing Scheme. Although Mr Worby agreed wholeheartedly that the scheme was unjust he felt that it was sad that Mr Armstrong and others of that branch should "fritter away their time and energy" over this issue.

Mr Worby is of course correct. It is absolutely appalling that time and energy should be spent on this issue which should have been resolved years ago. How can pharmacists have faith in the strength of their leadership over major issues when it fails to resolve a relatively simple matter, but where a significant point of principle is involved? Perhaps Mr Worby's outburst comes partly from frustration and partly from a sense of guilt that the PSNC has talked but not acted.

I am however most impressed with the strength of vitriol in Mr Worby's words. Here is the type of man that pharmacy needs. Mincing words will never take us far. However, next time you take out your bottle of acid Mr Worby, pour it on those in the Ministry that have let pharmacy slide into its present difficulties, pour it on those who are apathetic, but do not pour it on energetic members of the profession like Mr Armstrong—or the news will be even sadder.

P. L. Gilbert

Chairman and acting secretary
Chesterfield Branch, NPU

I regret that in his recent letter (*C&D*, May 22, p751), a person of Mr Worby's standing has abandoned reasoned argument and resorted to attacking a unanimous decision of a meeting of an NPU branch in terms of personalities.

Extracting the "pith" from this particularly nasty piece of vituperation, it would appear that Mr Worby considers that there are many far more important issues than the Drug Testing Scheme. We have never suggested otherwise and, as practising retail pharmacists, are fully aware of these issues. We are equally aware that despite the rhetoric, very little has been done to resolve these issues.

The point about the DTS, which has

completely escaped Mr Worby, is that the iniquitous nature of the scheme justifies the simple action of our withdrawal from it. But action, Mr Worby, is what is required—not for its own sake, but because the statistics of closures represent fellow pharmacists under extreme stress and hardship.

Our withdrawal from the scheme would not solve all our major problems, but it would be a step in the right direction. It would at least represent a radical and necessary approach which places greater emphasis on "the doing" rather than "the talking", an approach which ASTMS/GPP section embodies.

Peter Armstrong
Whitwell, Worksop

Endorse to prevent delay

The introduction of the new BNF on June 1, with the changed procedure for dealing with incomplete prescriptions, adds a further load to the vigilance required and the time taken to dispense NHS prescriptions. Unfortunately, also, for some months at least, it must add to the difficulties of the already overburdened staff of pricing offices. Such difficulties could lead to additional delays in the final settlement of chemists' accounts at a time when some improvement can be expected. Could I ask that contractors ensure that the new required endorsements are made on prescriptions to accelerate pricing and save both contractors' and clerks' time on prescriptions returned for elucidation? Please endorse to save delay.

J. Anderson Stewart
Chairman
Prescription Pricing Authority

Medicines Act draft on lens solutions

A new Medicines Act Order, laid before Parliament in draft form, would extend the application of specified provisions of the Act to contact lenses, and their cleaning fluids and associated substances, and intra-uterine contraceptive devices. The draft Medicines (Specified Articles and Substances) Order 1976 (HM Stationery Office, £0.12), lists the items that would be involved as:

1. Any thin curved shell of glass, plastic or other hard or soft material intended for use by being applied to the human eyeball as a contact lens or any blank from which a contact lens is to be prepared.
2. Any substance for use in cleaning, disinfecting, irrigating, lubricating, wetting or storing any contact lens described in paragraph 1 or blank from which the contact lens is to be prepared or any fluid in which such lens or blank is soaked or rinsed or any fluid used as a barrier between such lens or blank and the human eyeball or any other substance used in connection with the use of such lens or blank.
3. Any instrument, apparatus or appliance for use by being inserted in the uterus of a human being for the purpose of contraception.

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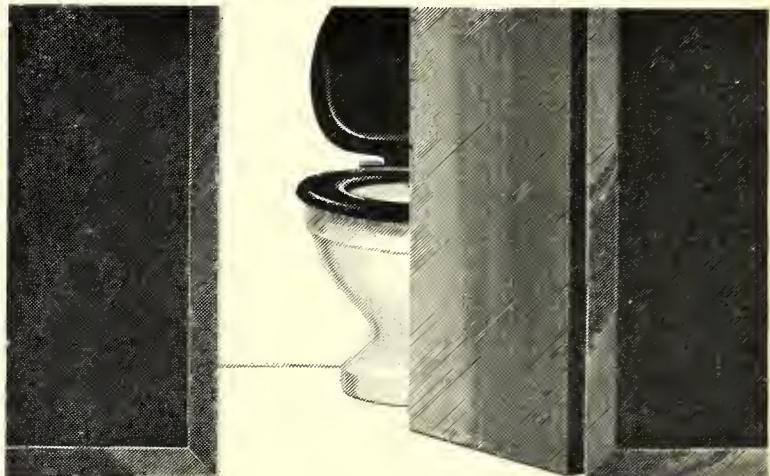
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Incomplete prescriptions: new procedures from June 1

An account of the procedures to be adopted when pharmacists are presented with incomplete NHS prescriptions from doctors from next week is given in the Family Practitioner Note 114 being issued to pharmacists and doctors with the new edition of the British National Formulary. The new BNF will become official on June 1, and, as it no longer carries footnotes to monographs for systemically administered preparations, stating the quantity and strength to be dispensed where applicable where that was not stated on the prescription, the new procedures outlined in the FPN, and abstracted below, should be adopted.

Procedures: If, after June 1, a pharmacist receives an incomplete prescription for a systemically administered preparation—other than a prescription for a Controlled Drug or a prescription for a Schedule 4A preparation (see later)—and he considers it would not be appropriate for the patient to return to the doctor, the following procedures will apply:

An attempt must always be made to

contact the prescriber to ascertain his intention;

If the attempt is successful the pharmacist must, where practicable, subsequently arrange for details of quantity, strength where applicable, and dosage to be inserted by the prescriber on the incomplete form;

Where, although the prescriber has been contacted, it has not proved possible to obtain his *written* intention regarding an incomplete prescription, the pharmacist may endorse the form "p.c." (prescriber contacted) and add details of the quantity and strength where applicable of the preparation supplied, and of the dose indicated. The endorsement should be initialled and dated by the pharmacist;

Where the prescriber cannot be contacted and the pharmacist has insufficient information to make a professional judgment he may dispense a sufficient quantity of the preparation to complete *up to* five days' treatment; except that where a combination pack (ie a pro-

prietary pack containing more than one medicinal product), oral contraceptive, or liquid antibiotic preparation (to which Drug Tariff Part II, Clause 7(1) applies) is prescribed by name only, the smallest pack shall be dispensed. In all cases he must endorse the prescription "p.n.c." (prescriber not contacted) and indicate the quantity, the strength, where applicable, of the preparation supplied, and the dose, and initial and date the endorsement;

If the pharmacist has any doubt about exercising discretion an incomplete prescription must be referred back to the prescriber.

It is considered that these procedures will provide for patients' immediate needs and minimise inconvenience to them while at the same time overcoming difficulties which might otherwise arise when prescriptions are priced. If the Prescription Pricing Authority or the Welsh Pricing Committee receives an incomplete prescription for a systemically administered preparation without an endorsement as above, the prescription will be returned for the pharmacist to complete.

Other prescriptions

Controlled Drugs: A prescription for a Controlled Drug may not be dispensed by a pharmacist unless the requirements of Regulation 15 of the Misuse of Drugs Regulations 1973 are met. He may not add to the prescription or otherwise exercise discretion on the quantity, dosage or strength of the drug which is to be dispensed. All incomplete prescriptions must therefore be referred back to the prescriber.

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Schedule 4A preparations: The Poisons Rules which apply to medicines will remain in force until amended in consequence of the Medicines Act 1968 and Orders which it is proposed to make under the Act. In the meantime a prescription for a Schedule 4A preparation may not be dispensed unless all the information at present required by law is included. Except insofar as exemption is provided for preparations in the 1971 British National Formulary (which is the relevant edition for the purposes of the Poisons Rules) all incomplete prescriptions should be referred back to the prescriber.

Dentists' prescriptions: If after June 1 a pharmacist receives an incomplete prescription on form FP14 from a dentist he should attempt to contact the prescriber as in the above paragraph on procedures.

Chemists' terms of service: Amending Regulations will provide for the amendment of the terms of service for chemists in accordance with the above paragraphs. Corresponding amendments will be made in Part II of the Drug Tariff.

Prescribing by period of treatment

General: It has been decided to include in the reprint of form FP10 currently in preparation, and the next prints of its variants and form FP14, a box for "number of days' treatment". The use of this box will be optional. Stocks of current prints of forms FP10/FP14 will be used until exhausted; the revised prints will then be issued for use. The purpose of the box is to enable a prescriber to relate the quantity of the preparation prescribed specifically to the number of days' treatment considered necessary or possibly to the number of days until he wishes to see the patient again. For example, when the prescriber intends to see a patient again after four weeks, he can prescribe: (Number of days' treatment) = 28

Tab... 1 three times daily

The pharmacist will then dispense 84 tablets.

Dose: To enable the prescriber's intentions to be fully complied with it will be necessary for him to state the precise dose. If a prescription includes more than one item and the period of treatment stated in the box does not apply to all items, it will be necessary for the prescriber to indicate quantities or periods of treatment separately for the other items.

Controlled Drugs: Prescribers will appreciate that—as indicated above—prescriptions for controlled drugs must be written out in full, whether the "treatment box" is used or not.

Pharmacist's endorsement: Where practitioners use the "treatment box" in the manner indicated above it will be necessary for the pharmacist to endorse the prescription form with the total quantity of the preparation dispensed as well as endorsements specified in the Drug Tariff, Part II, Clause 4(1)(a).

Ambiguities: Where the prescriber has both indicated a period of treatment and prescribed the total quantity to be dispensed, but the product of the period of treatment and dosage differ from the total quantity prescribed, the quantity stated in the prescribing area of the prescription form must be dispensed and the prescription will be priced accordingly.

Company News

Boots' retail sales up by 21.5 per cent

A 21.8 per cent increase in sales for the year ended March 31 over the previous year has been revealed by Boots Co Ltd. About 3 per cent of the £647.5m total sales was attributable to increased volume, while UK retail sales rose by 21.5 per cent and world-wide non retail sales advanced 24.6 per cent—with direct exports up 28.4 per cent.

After charging against profits £8.83m—the actuarial deficit of Boots pension fund declared at March 31, 1974—the total pre-tax profit was, at £72.16m, some 9.9 per cent higher than the previous year's figure of £65.67m. After £35.89m taxation and minority interests of £0.57m, profit attributable to shareholders was £35.7m (previously £31.4m).

The directors are recommending a final dividend of 1.5528p a share which, together with the interim dividend paid in January, makes a total of 2.4387p for the year, the maximum permitted under the Government's counter-inflation measures. The directors state that they expect the difficult conditions that have existed to continue, but they are hopeful that there might be some modest improvement by the end of the year.

Exchange rate changes aid Beecham by £8m

Trading profit of Beecham Group Ltd for the year to March 31, 1976, was increased by about £8m due to changes in the sterling exchange rates between March 31, 1975, and March 31, 1976, and the consequential changes in results by the group's overseas subsidiaries.

The total group trading profit, at £98.7m or some £30m ahead of the previous year, was obtained on sales of £566m (previously £436m). Pretax profit was also £30m above the previous year at £91.2m, which, after £51m taxation and minority interests, yielded £50.1m, £42.1m of which is to be retained in the business. The directors are recommending a final dividend of 2.93p per share which makes the total for the year 5.54p, the maximum dividend permitted under the present legislation.

Press reports indicate that the group's pharmaceutical side has done well, perhaps contributing two-thirds of the profit advance. Sales of Amoxil are said to have taken off in both the USA and Japan.

Odex Racasan Results

Sales of Odex Racasan Ltd advanced by 16.8 per cent in the year ended March 31 to a new total of £7.3m. Trading profit, at £773,000, was an increase of 7.4 per cent over the previous year, and net profit after taxation was £384,000 (previously £357,000).

The company regard the results as "very satisfactory", in view of the difficult trading conditions that have existed throughout the greater part of the year. The directors add that assuming there is no marked deterioration in the country's economic situation, the prospects for 1976-77 appear encouraging; no liquidity problems are foreseen. It is proposed to pay a final dividend of 2.7955p a share, making a total of 3.8955, the maximum currently permissible. Subject to the requisite resolution being passed at the annual meeting on July 8, a capitalisation issue of one share for every two held will be made at the end of July.

Briefly

A. Schuberth & Co Ltd are moving to Oxleys Road, Shephall Way, Stevenage, Herts SG2 9YQ (telephone Stevenage 50525-6) on June 28. The new purpose-built warehouse will double the existing floor space at Ware.

Syntex Corporation has begun a £13½m programme to increase its pharmaceutical capability in Spain. New production facilities, each of about 13,000sq m, are now under construction in Madrid and Barcelona; the latter plant is expected to become operational next spring and the Madrid project next summer.

Mrs Shirley Williams, Secretary of State for Prices and Consumer Protection, has decided, on the information at present before her, not to refer the proposed merger between **British-American Tobacco Co Ltd** and **Tobacco Securities Trust Co Ltd** (C&D, May 8, p687) to the Monopolies and Mergers Commission under the provisions of the Fair Trading Act 1973.

The chemical sales division of **Jacobson van den Berg & Co (UK) Ltd** has moved to the new premises of its sister company, **R. S. Stokvis & Sons Ltd**, following the merger of the parent companies in Holland. Sales of chemicals are now handled by Jacobson Chemicals, R. S. Stokvis & Sons Ltd, Poole Road, East Molesey, Surrey, KT8 0HN (telephone 01-941 1212), but the accounts section remains at Jacobberg House, 231 The Vale, Acton, London W3 7RN.

Anti-dumping duty on Korean saccharin to stay

Korea has been "dumping" saccharin in this country, but Japan has not; these are the conclusions of the Department of Trade's investigations into allegations of dumping against the two countries.

Anti-dumping duties were first imposed on saccharin from Japan and Korea in 1973 and the allegations of dumping were made to the Department last October while they were suspended. The report, published last week, concluded that the Korean dumping had caused material injury to the British producer of saccharin, and the margins of dumping found during the investigation were such that it has been decided to retain the anti-dumping duty of £0.5511 per kg. In the case of Japan, however, the Department has concluded that there is no evidence of dumping to justify the retention of the current duty of £0.0917 per kg, and it is to be removed from June 10.

Market News

Bismuth salts dearer

London, May 26: Bismuth salts were raised by varying amounts during the week. The increases represented a rise of between £0.70 and £0.85 kg according to salt. Cocaine was also advanced, the alkaloid being up by £52 kg and the hydrochloride by £48. Dearer since last published are hydrogen peroxide, sodium perborate and percarbonate, calamine, lignocaine and stilboestrol.

Almost all crude drugs of US origin have been marked up to compensate partially for the further fall in the £ sterling. Many spices are dearer also.

Among essential oils Mysore sandalwood appeared to be short on the spot with forward rates firm. Lemongrass moved up by £0.50 kg for prompt delivery and *arvensis* peppermint by £0.15.

Pharmaceutical chemicals

Benzocaine: BP in 50-kg lots, £4.49 kg.
Bismuth salts: £ per kg.

	50-kg	250-kg
carbonate	9.80	9.75
salicylate	8.15	—
subgallate	8.65	—
subnitrate	8.87	8.80

Calamine: BP £621 per 1,000 kg.
Cocaine: Alkaloid £448 per kg; hydrochloride £409. Subject to Misuse of Drugs Regulations.
Cinchocaine: Base (5-kg lots) £55.75 kg; hydrochloride £59.30.
Clioquinol: USP XVIII 500-kg lots, £11.06 kg.
Glucose: (Per metric ton in 10-ton lots) monohydrate £178; anhydrous £410; liquid 43° Baumé £170 (5-drum lots); naked £144 (tanker 14 tons).
Hydrogen peroxide: 35 per cent £223 metric ton.
Hydroquinone: £2.08 kg in 250-kg lots.
Lignocaine: (25-kg) base £9.24 kg; hydrochloride £9.31.
Metol: Photo grade per kg, 50-kg lots £5.64; 250-kg £5.46.
Phthalylsulphathiazole: 50-kg lots £1.60 kg.
Sodium perborate: (per 1,000 kg) monohydrate £411; tetrahydrate £242.
Sodium percarbonate: £326 per metric ton.
Stilboestrol: BP in 25-kg lots £89.00 kg.
Succinylsulphathiazole: £4.67 kg (50-kg lots).
Sulphacetamide sodium: BP £6.51 kg for 50-kg.
Sulphamethizole: £6.71 kg in 1,000-kg lots.
Sulphaquinoxaline: BVetC in 50-kg drums £8.05 kg; sodium salt £9.10.

Crude drugs

Aloes: Cape £1.04 kg spot; £1.02, cif. Curacao £1.45 spot nominal; no shipment offers.

Balsams: (kg) Canada £12.60; £12.30, cif for shipment. **Copaiba:** BPC £1.50 spot; £1.45, cif. Peru £5.75 spot; £5.70, cif. **Tolu:** £3.30 spot.
Benzoin: BP £71.00-£72.00 cwt spot; £67.00-£68.00, cif.
Buchu: Rounds £2.30 kg spot; £2.00, cif.
Camphor: Natural powder, £4.00 kg, in bond. Synthetic £0.65.
Cascara: £820 metric ton spot; £700, cif.
Cherry bark: Spot £675 metric ton; £660, cif.
Cloves: Madagascar £3,400 per ton, cif.
Gentian: Root £1.55 kg spot; £1.53, cif.
Ginger: (ton, cif) Cochin £930; Jamaican (spot) £1,000. Nigerian split £460, peeled £585. Sierra Leone £650.
Hydrastis: (kg) £8.70 spot; £8.50, cif.
Ipecacuanha: (kg) Costa Rica £4.15 spot; £4.10, cif.
Jalap: Mexican basis 15 per cent, £1.48, cif.
Lemon peel: Unextracted £1.300 metric ton spot; £1,250, cif.
Nutmeg: (per ton, fob) West Indian 80's £1,400, unassorted £1,200; defective £1,050.
Pepper: (ton) Sarawak black £970 spot; £885, cif. White £1,170; shipment £1,070, cif.
Podophyllum: Root £700 metric ton, cif.
Seeds: (metric ton, cif) Anise: China star forward £450. **Caraway:** Dutch £365. **Celery:** Indian £385. **Coriander:** Moroccan £245. **Cumin:** Egyptian £500; Turkish £500. **Dill:** Indian £210. **Fennel:** Indian £440; Egyptian £240. **Fenugreek:** £125. **Senega:** (kg) Canadian £12.10 spot; £12.00, cif.
Styrax: £2.90 kg spot; shipment £2.85, cif.
Tenquin beans: Spot £1.05 kg; shipment £1.00, cif (Angostura type).
Turmeric: Madras finger £240 ton, cif.
Witchhazel leaves: Spot £2.80 kg; £2.75, cif.

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Olive: Spot ex-wharf, Spanish £1.120 per metric ton in 200-kg drums; Mediterranean origin £1,150; Tunisian £1.170. Subject to EEC levy alterations.
Patchouli: £8.00 kg spot and cif.
Pepper: English distilled ex-black £67.50 kg.
Peppermint: (kg) Arvensis—Brazilian £3.80, spot; £3.55, cif. Chinese £4.00 spot and cif. Piperata American Far West about £19.00 spot.
Sandalwood: Mysore, no spot; £50.00, cif.
Sassafras: Chinese £2.00 kg spot and cif. Brazilian £1.70 spot; no cif offers.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

Coming events

Thursday, June 3

Huddersfield Branch, Pharmaceutical Society, Stanhope Arms, Dunford Bridge, at 7.30 pm. Summer open meeting.

Sunday, June 6

Worthing Branch, Pharmaceutical Society, Goodwood House, at 2.15 pm. Tour and tea (£1.45).

Advance information

International Hospital Equipment and Health Services Exhibition, Hall No 3, National Exhibition Centre, Birmingham, June 14-17. Opening hours: June 14 10.30 am to 6 pm; other days 9.30 am to 6 pm. Details from Contemporary Exhibitions Ltd, 21 Park Square East, Regents Park, London NW1 4LH.

Westminster report

No Government plans for industry nationalisation

The Government has no plans to nationalise the pharmaceutical industry, Mr Harold Lever, Chancellor of the Duchy of Lancaster, announced in the Commons last week.

While being anxious to protect the public interest from monopoly exploitation, the Government recognised the exports and research of the industry, he said. The recent proposal to nationalise one major pharmaceutical company had never been discussed and it had never been party policy, still less Government policy, but it still embodied a legitimate discussion document. The Government believed in a mixed economy, he added.

ABPI-Minister discussions still continuing

Discussions between the Association of the British Pharmaceutical Industry and Dr David Owen, Minister of State for Health, are still continuing, Dr Owen stated in a written Commons answer last week. Adding that he hoped to make a statement soon, he said that the British Medical Association was aware of the talks, which included prescribing information to doctors, and he would propose to consider the results jointly with them and the bodies responsible for medical education.

□ A reserve of one million doses of "swine" influenza vaccine is to be set up as a precautionary measure, in addition to the one million doses already set aside, Dr Owen stated on Wednesday. He was also taking steps to ensure a supply of antibiotics as recommended by the Advisory Group on Influenza.

Vaccine damaged children

A group of Conservative and Labour back benchers headed by Mr Jack Ashley have tabled a Parliamentary motion calling for compensation for vaccine damaged children and noting that other countries have already made provisions for them.

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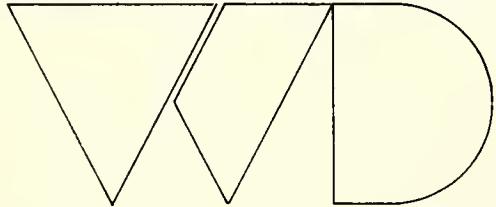
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